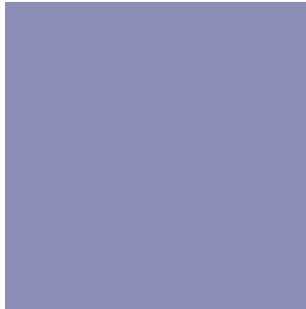
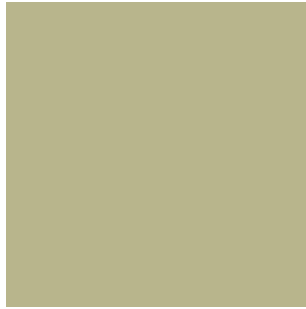
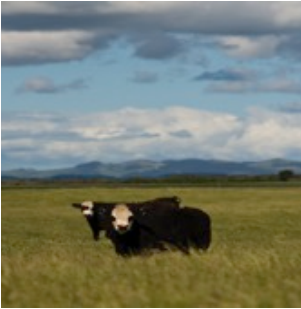


P2D Project

*Accelerating
Precision Agriculture
to Decision Agriculture*



Media Release

29 November, 2016

Growers establish their 'Big Data' requirements

Australian producers will help identify their needs to get the most benefit from digital technology and take an international lead in big data management, at the first in a series of producer workshops in Gatton next week.

The *Accelerating Precision Agriculture to Decision Agriculture* research project will work with producers from a range of agricultural industries to establish the best ways to remove current barriers to big data use and how it can be adopted to deliver the biggest returns to the property gate.

"None of us fully understand yet, the potential economic benefits of digital technology and big data adoption, but we all recognise its importance in future agricultural production," said Project Management Committee Chairman Mick Keogh.

"This project will help quantify potential opportunity and set us up for best practice in effective data use and commercial decision support across all agricultural industries in Australia."

The *Accelerating Precision Agriculture to Decision Agriculture* project, led by the Cotton Research and Development Corporation, has been jointly funded by the Department of Agriculture and Water Resources Rural R&D For Profit Programme and 15 Rural Development Corporations (RDCs), contributing more than \$3.5 million over 18 months.

Researchers from six organisations will collaborate on the project, including three universities, CSIRO Data 61, the Australian Farm Institute and the Data to Decisions CRC.

"Our agricultural industry has been a major adopter of technology over the last decade and as a result, we have become a data-intensive business where information is collected and evaluated in different ways and by different sources," said Mr Keogh.

"From soil moisture probes to weather data, satellite imagery and robots, individual producers, their consultants and industry researchers are collecting a massive amount of digital information which combined, has a potential to revolutionise the way we make decisions on farm.

"The challenge for the individual producer is to extract integrated data - from historical to current - when they need it, to make the decisions that will increase profitability and deliver the best profits.

"The challenge for the industry is to determine and establish the right policies, frameworks, systems and platforms to enable data access and increase producer confidence."

Mr Keogh said every industry was grappling with this challenge and that producers of agricultural products across the world were keen to explore the opportunities presented by big data usage.

"We need to stay ahead of the game and make sure that we've got the necessary infrastructure in place and a whole-of-agriculture approach that will give us best returns for investment, as well as agreement on who owns data, who can access it and how data use should work," said Mr Keogh.

This project will develop policy options and frameworks for ownership, management and access. It will also deliver value propositions for producers across different industry types and information packages for farmers to increase their knowledge, skill and confidence to adopt technologies.

"We're confident that widespread adoption of big data and digital decision support systems will help Australia's producers improve farm productivity and international competitiveness. This will, in turn, increase the value of agricultural output, and bring wealth and jobs to regional Australia.

"A study of international best practice, through three intense case studies, will form part of the research. However, the input of Australian producers will be essential to ensure that we develop a framework to suit our own environment," said Mr Keogh.

Horticultural producers will be the first to contribute at the Gatton Workshop on 5 December. Further workshops will be held in 2017, involving cotton, grain, sugar, wine, forestry, dairy and meat industries. A nationwide survey will also be conducted next year, through participating RDCs.

Producers who would like to know more about the project, and might be interested in participating in workshops, should visit the Australian Farm Institute website - www.farminstitute.org.au/P2Dproject.

Media Contact: Jane O'Brien (Communications) on 0407 666 018 or Dr Rohan Rainbow (Project Leader) on 0418 422 482

RDC Partners



Research Partners



This project is supported by funding from

