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A new direction for CRDC's data and digital investments: FAQs

CRDC has decided not to proceed with the Platform. Why?

As planning progressed, we learned more about the costs and challenges of building and running a central platform. At the same time, industry systems have improved and technologies such as AI are opening up new opportunities. We decided that building on existing systems and addressing specific industry problems would be a better use of growers' levy funds than investing further in the Platform.

What is CRDC investing in now?

The industry still needs better-connected, trusted and useful data. What's changing is how CRDC invests to support this.

Rather than building and operating a central industry data platform, we'll focus on specific industry problems, making better use of existing systems and working with partners who are best placed to deliver and operate solutions. This is a more targeted approach, rather than a replacement for everything the Platform was originally intended to deliver.

We'll prioritise investments based on their benefits to growers, likely uptake and value for money, focusing on four areas:

- **Grower digital and AI capability:** Helping growers understand and benefit from new technologies.
- **myBMP and trusted industry data:** Improving myBMP and the quality and use of industry data.
- **Targeted digital solutions:** Supporting tools to address specific industry challenges.
- **Research data and industry insights:** Making research data easier to access and use.

What does it mean for growers?

CRDC will continue helping growers make better use of their data and benefit from new technologies, including AI. The emphasis will be on solving specific problems, building on existing systems and making useful tools easier to adopt. We'll measure success by the benefits growers see, such as time saved, lower costs or better decisions.

How will growers and industry shape future investments?

Growers and industry partners will continue helping identify priority problems and opportunities, so our investments address real industry needs and make a practical difference.

How does CRDC's new approach support broader industry priorities?

Key industry priorities, such as the Industry Roadmap and Sustainability Framework, remain important, and CRDC is committed to supporting them. Some initiatives that were expected to use the Platform may now need a different approach. We'll work with industry partners to understand what this means for those initiatives, where CRDC can contribute and what other options may be available.

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What will happen to the work completed?

The Platform project, including the time and expertise contributed by growers and industry partners, has helped us better understand what growers need, how data can be shared, how different systems can work together and what's involved in managing industry data. What we've learned has already helped shape our new investment direction, giving us a stronger starting point for future projects.

Where can I find out more or provide feedback?

If you have questions about the decision or want to share your thoughts on what comes next, we'd like to hear from you. Get in touch at datadigital@crdc.com.au.

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