Trial 2 - Increasing the Capacity of Farm Service Advisers to Engage with Digital Agriculture

Presented by Vivienne McCollum

Trial 2 – Digital Agriculture

Increasing the Capacity of Farm Service Advisers to Engage with Digital Agriculture

Lead RDC: Cotton RDC

Partners: SRA

Involvement: Horticulture

The Trial Team:

- Warwick Waters (CottonInfo Program Manager)

- Peter Samson (SRA Program Manager – Research Funding Unit)

- Anthony Curro (SRA Adoption Officer – Precision Agriculture)

- Margaret Ayre (Melbourne University Rural Innovation Research Group)

- Vivienne McCollum (Project Officer)

Research Questions for the Trial

- What are the benefits, opportunities and potential risks for consultants to invest in capacity building related to digital agriculture?

- What are effective processes for capacity building in digital agriculture tools and techniques?

- What is an effective process for co-developing digital agriculture tools/techniques from an industry perspective?

Project TimeLine

TRIAL ESTABLISHMENT

We are currently here!

TRIAL 2 SCOPING MEETING

TRIAL REVIEW GROUP FINDINGS

EVALUATION

ENGAGE PROJECT OFFICER

TRIAL REVIEW GROUP WORKSHOP

PROJECT END

FORUM PRESENTATION

1 Jul | 1 Aug | 1 Sep | 1 Oct | 1 Nov | 1 Dec | 1 Jan | 1 Feb | 1 Mar | 1 Apr | 1 May | 1 Jun | 1 Jul | 1 Aug | 1 Sep | 1 Oct | 1 Nov | 1 Dec | 1 Jan | 1 Feb | 1 Mar | 1 Apr | 1 May | 1 Jun

TRIAL 2 COMMITTEE MEETING

TRIAL REVIEW GROUP FORMED

2016

ACTIVITY TRIAL PLAN DEVELOPED

2017

TRIAL ENDS

2018

Scoping Meeting

Wednesday 8th March 2017 - Toowoomba

Who was there:

- Fee for service cotton, sugar consultants
- Fee for service precision ag consultants
- Levy-funded sugar productivity service companies
- Commercial farm service suppliers
- Sugar, Cotton, Horticulture and Livestock industry R&D representatives
- Precision Agriculture Researchers
- Intellectual Property law in Agriculture Research
- Project staff

Scoping Meeting

The Process

Scoping Meeting

Outcomes

The three top priority issues were identified and voted on by the participants:

- Value proposition of technology (financial)
- Data Management – Capability vs Usability (systems)
- Skills and Support (people)

Scoping Meeting - Evaluation

Feedback from the participants indicated that they saw the scoping workshop:

As extremely valuable *(scoring an average of 6.3 out of 7 when asked to rate their experience at the meeting)*

They picked up new information or ideas from other participants *(scoring an average 4.6 out of 5 when asked if they agreed with this statement)*

Q: Was this discussion useful in terms of exploring the opportunities and constraints for engaging the private sector in digital agriculture in Australia? If so, why? If not, why not?

A: Extremely. Given different experiences within the room, it was great to be able to hear and voice positive & negative points of view

Trial 2 Activity Plan

Activity Question

Why would you use digital agriculture in your farm service business?
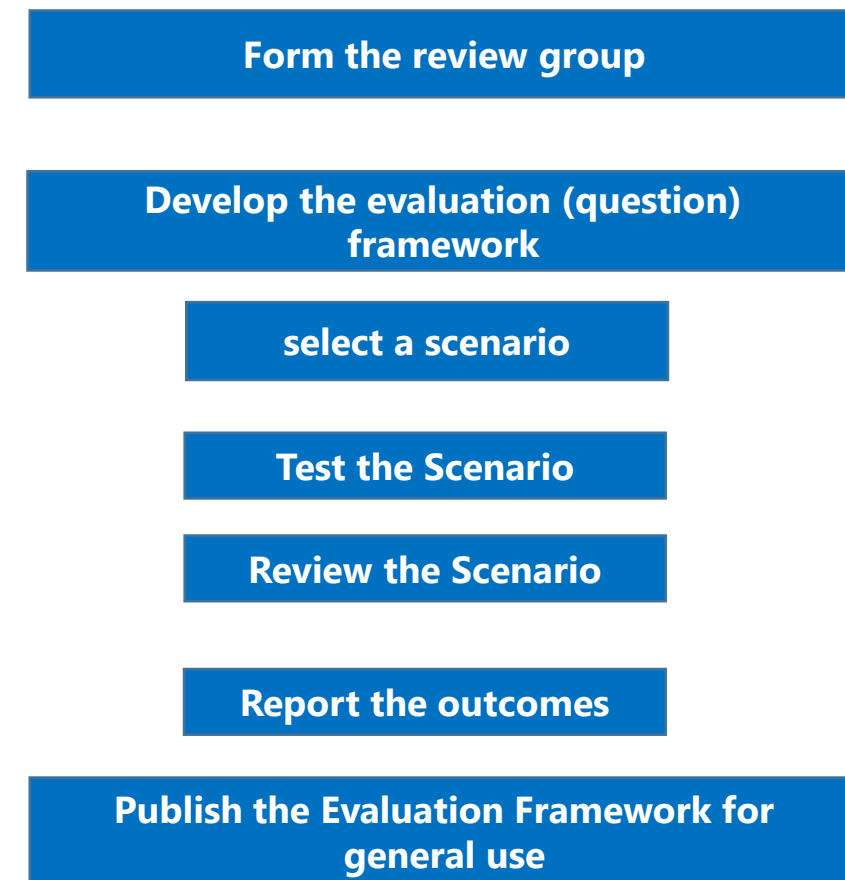
Is the technology a:
a. Lollie
b. Panadol
c. Heroin

Trial 2 Activity Plan
Development of an evaluation (question) framework

June 2017	**Stage 1**
July 2017	
Aug 2017	**Stage 2**
Sep 2017	**Stage 3**
Nov 2017	
Jan 2017	**Stage 4**

Feb/March 2018

Form the review group

Develop the evaluation (question) framework

select a scenario

Test the Scenario

Review the Scenario

Report the outcomes

Publish the Evaluation Framework for general use

Trial Insights

What have been our main challenges?

- Getting started, working out what our trial questions were going to be and how we were going to go about it

- Coordination of a scoping team from many industries and backgrounds – ie research through to extension

- Market place a little confused about the project, first saw it as duplication of other PA projects going on

What we have found that has worked well?

- Planning and preparation – briefing our scoping team well before getting to the meeting

- Getting our scoping team to come up with the direction of the trail – ie asking actual service providers what their main issues are?

- Building a team of people who own the trial, will make phase 2 easier

Trial 2 Outcome

To co develop a new 'tool' that can help farm advisors practically evaluate the opportunities and benefits of digital agriculture