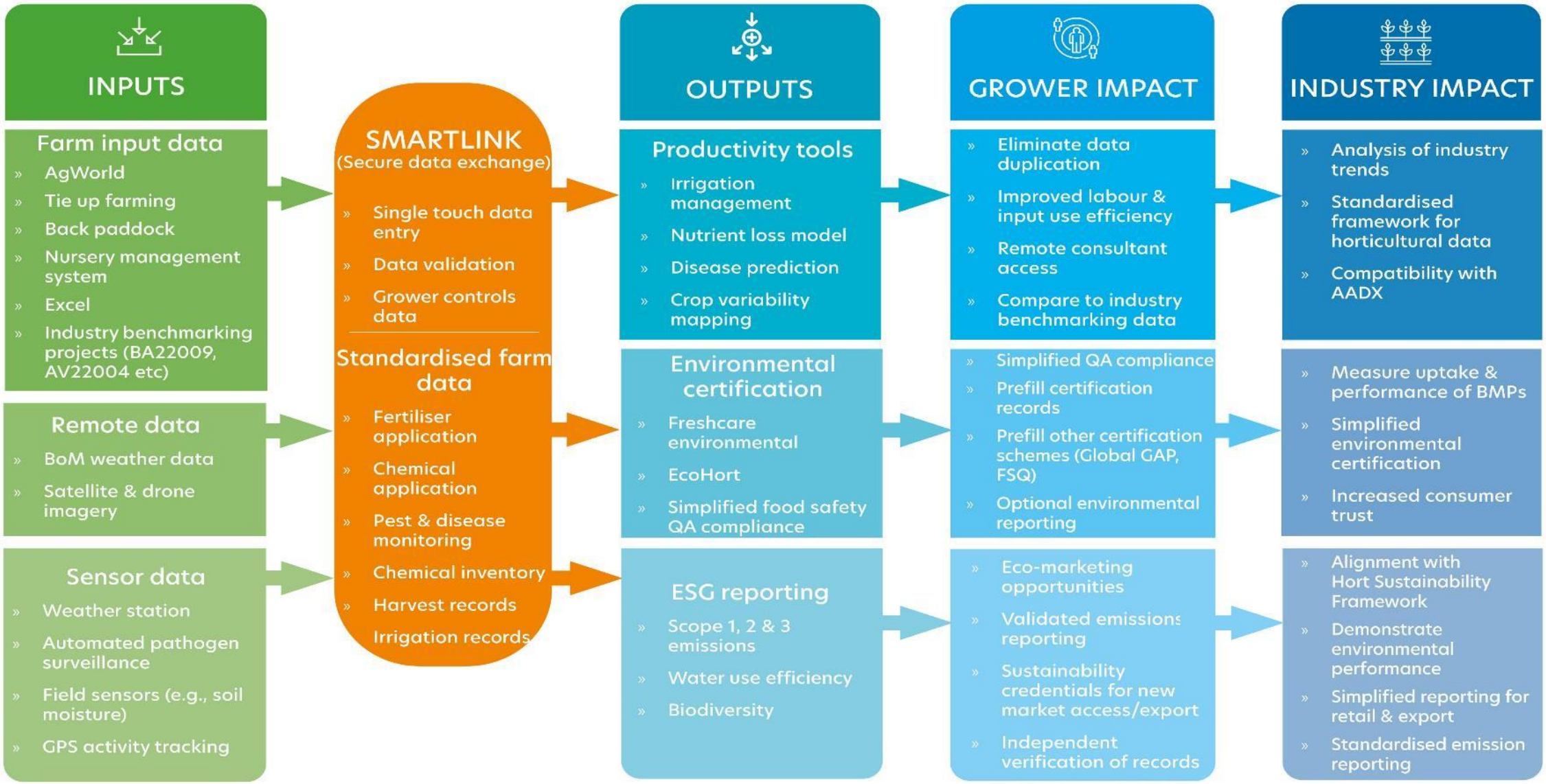
Empowering Australian Growers Through Data and Technology

Australian Agricultural Sustainability Exchange 2024

4/12/2024

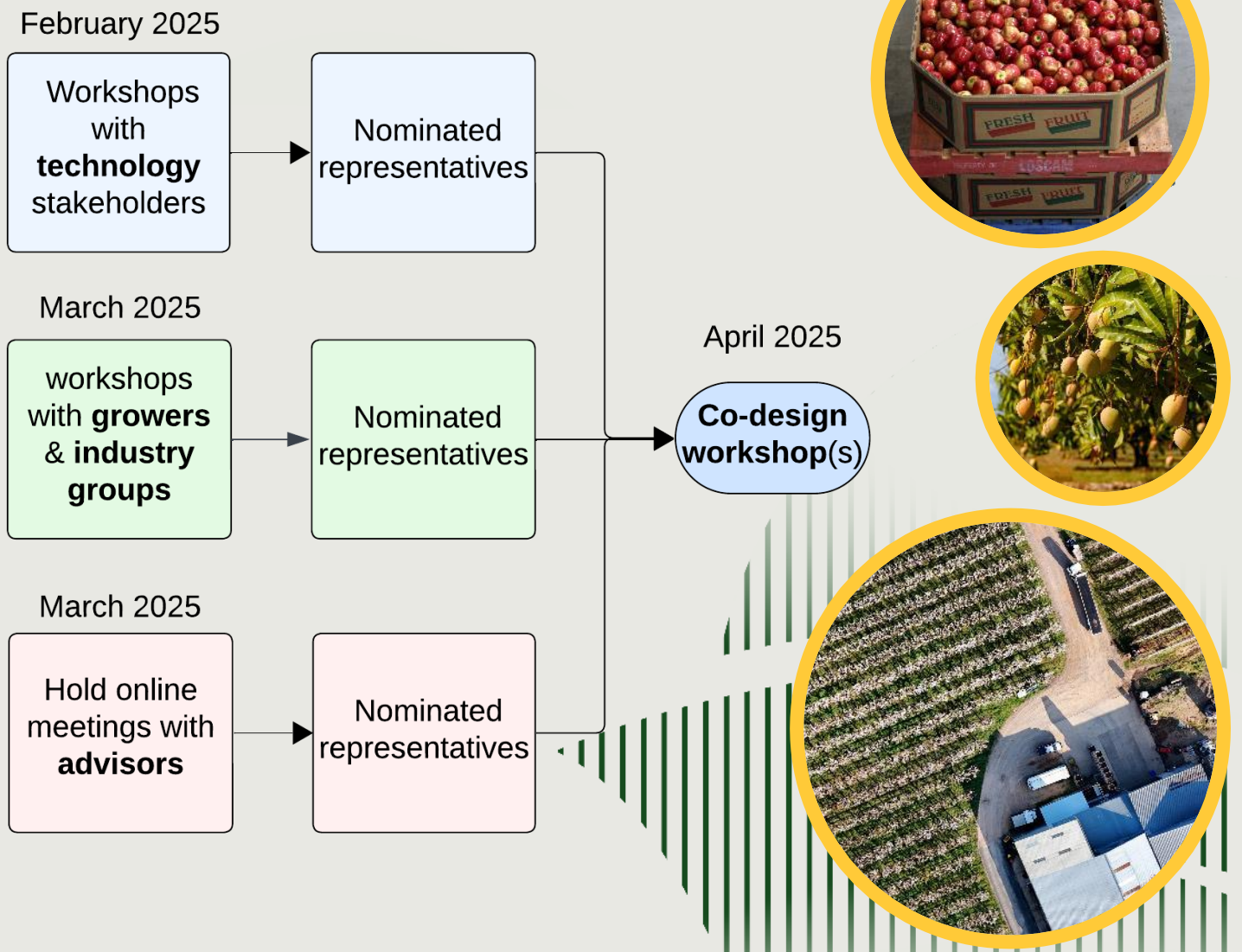
Investing in 20+ years of Australian Horticultural Production Data

4/12/2024


INPUTS
Farm input data
» AgWorld
» Tie up farming
» Back paddock
» Nursery management system
» Excel
» Industry benchmarking projects (BA22009, AV22004 etc)
Remote data
» BoM weather data
» Satellite & drone imagery
Sensor data
» Weather station
» Automated pathogen surveillance
» Field sensors (e.g., soil moisture)
» GPS activity tracking
SMARTLINK
(Secure data exchange)
» Single touch data entry
» Data validation
» Grower controls data
Standardised farm data
» Fertiliser application
» Chemical application
» Pest & disease monitoring
» Chemical inventory
» Harvest records
Irrigation records
OUTPUTS
Productivity tools
» Irrigation management
» Nutrient loss model
» Disease prediction
» Crop variability mapping
Environmental certification
» Freshcare environmental
» EcoHort
» Simplified food safety QA compliance
ESG reporting
» Scope 1, 2 & 3 emissions
» Water use efficiency
» Biodiversity
GROWER IMPACT
» Eliminate data duplication
» Improved labour & input use efficiency
» Remote consultant access
» Compare to industry benchmarking data
» Simplified QA compliance
» Prefill certification records
» Prefill other certification schemes (Global GAP, FSQ)
» Optional environmental reporting
» Eco-marketing opportunities
» Validated emissions reporting
» Sustainability credentials for new market access/export
» Independent verification of records
INDUSTRY IMPACT
» Analysis of industry trends
» Standardised framework for horticultural data
» Compatibility with AADX
» Measure uptake & performance of BMPs
» Simplified environmental certification
» Increased consumer trust
» Alignment with Hort Sustainability Framework
» Demonstrate environmental performance
» Simplified reporting for retail & export
» Standardised emission reporting

Industry Consultations

- Inclusive c-design process
- Industry consultations
  - February 2025
- Co-design workshop
  - April 2025



Want to find out more?

Industry consultations February 2025

Co-design workshop April 2025

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