14 October 2024

Empowering Next Generation Ag in the Upper Murray

What may the future hold for a region looking to prosper?

foodagility

Recap – Innovation Upper Murray

Stage 1 Regional Context Analysis

Identified '*Empowering next generation agriculture*' a potential innovation opportunity

Stage 2 – EDP

Endorsed exploration of above, proceed to Innovation Working Group

Stage 3 – Innovation Working Group (Ag IWG)

Session 1 - 13 Aug (IWG-1)

Agreed:

- The need for foundational piece on water (audit?):
  Understand what we have & if there are realistic options to pursue greater water access
- Continue to explore – understand and refine – opportunity for a 'data driven' agriculture
  Sept: 1:1s with 11 farmers/producers
  Early Oct: Online survey open to all UM farmers/producers

The plan for today

IWG-2

10:00AM – 10:15AM
Welcome & introductions

10:15AM – 10:45AM
Insights and learnings from producer interviews and survey

10:45AM – 12:45PM
Brainstorm & workshop
Building on above findings:

- How can we do better with what we've got?
- What opportunities would bring real value to the Upper Murray?
- What may a regional project / initiative look like?

12:45 PM – 1:00PM

Next Steps – where to from here?

11.15-11.30 AM Smoko

Working lunch

Housekeeping

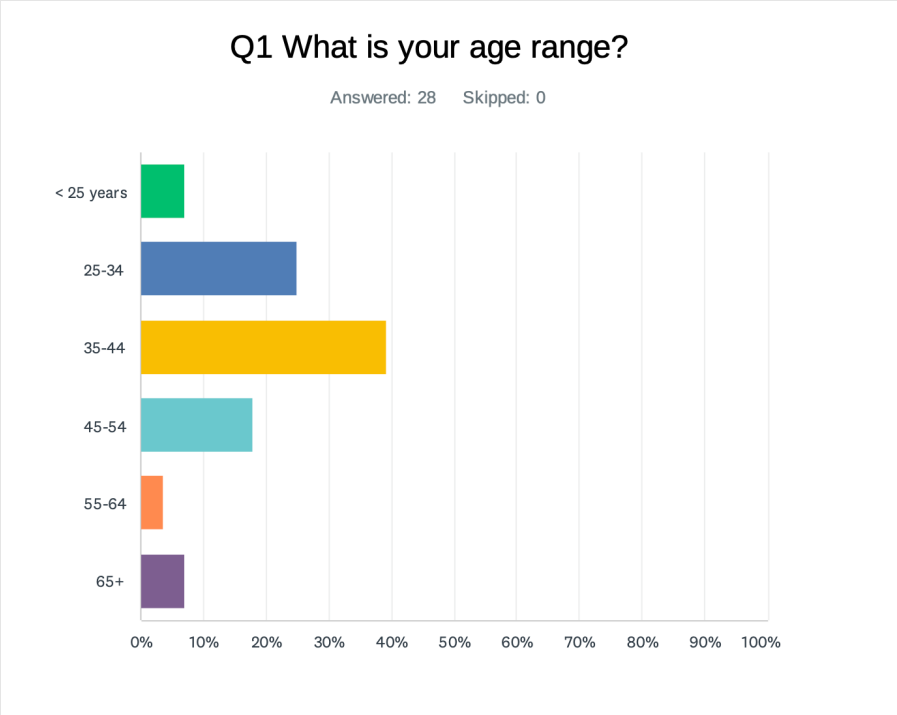
Interviews

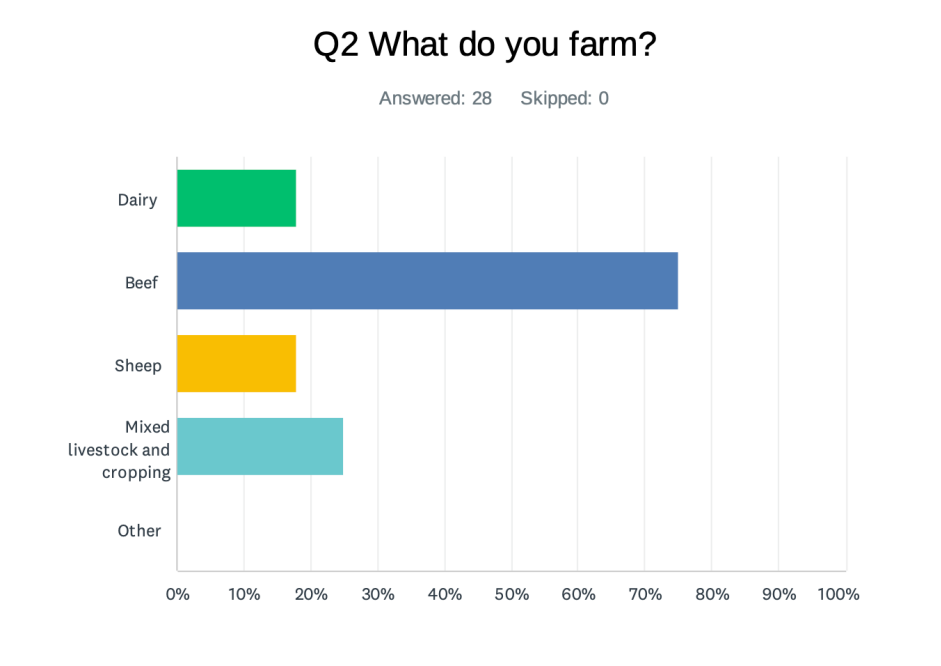
Conducted 11 x 1- hour interviews (producers)

- **Your journey and where you are at now**
- **What works, what doesn't**
- **What challenges you**
- **What challenges your region, what 'smokes'**
- **How much you rely on tech or data**
- **What else interests you (tech/data, other)**
- **Appetite for change (data & tech on farm, benchmarking, regional value add)**

Farmer survey insights – *Who are we?*

28 Responses



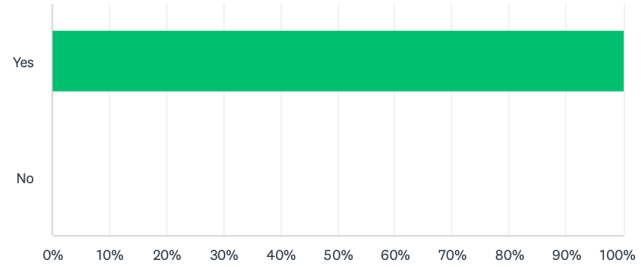


- Majority of farms > 500 acres

Farmer survey insights – *Can we do better?*

Q5 Do you want or see potential to lift the productivity, profitability and sustainability of your farm?

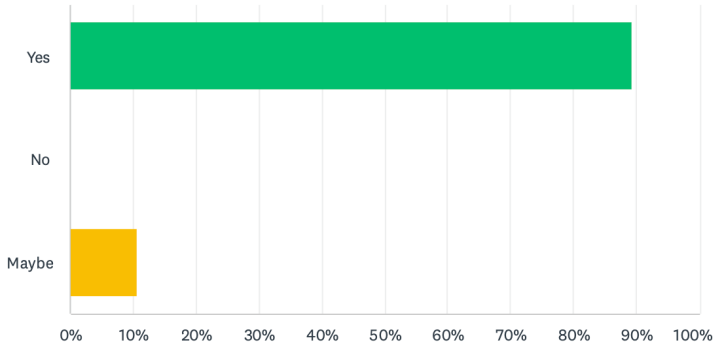
Answered: 28 Skipped: 0



Q6 Do you think the Upper Murray agriculture sector as a whole has greater productivity, profitability and sustainability potential?

Can we do better?

Answered: 28 Skipped: 0

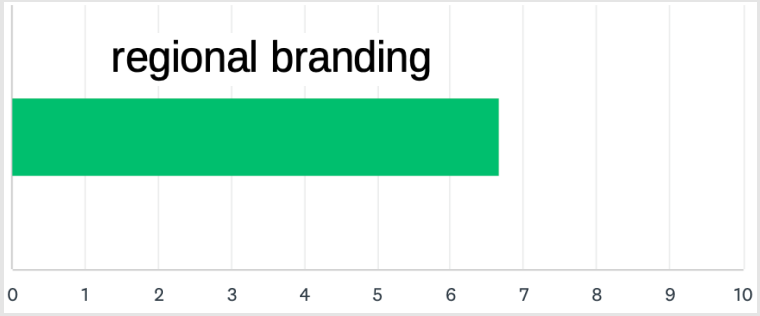


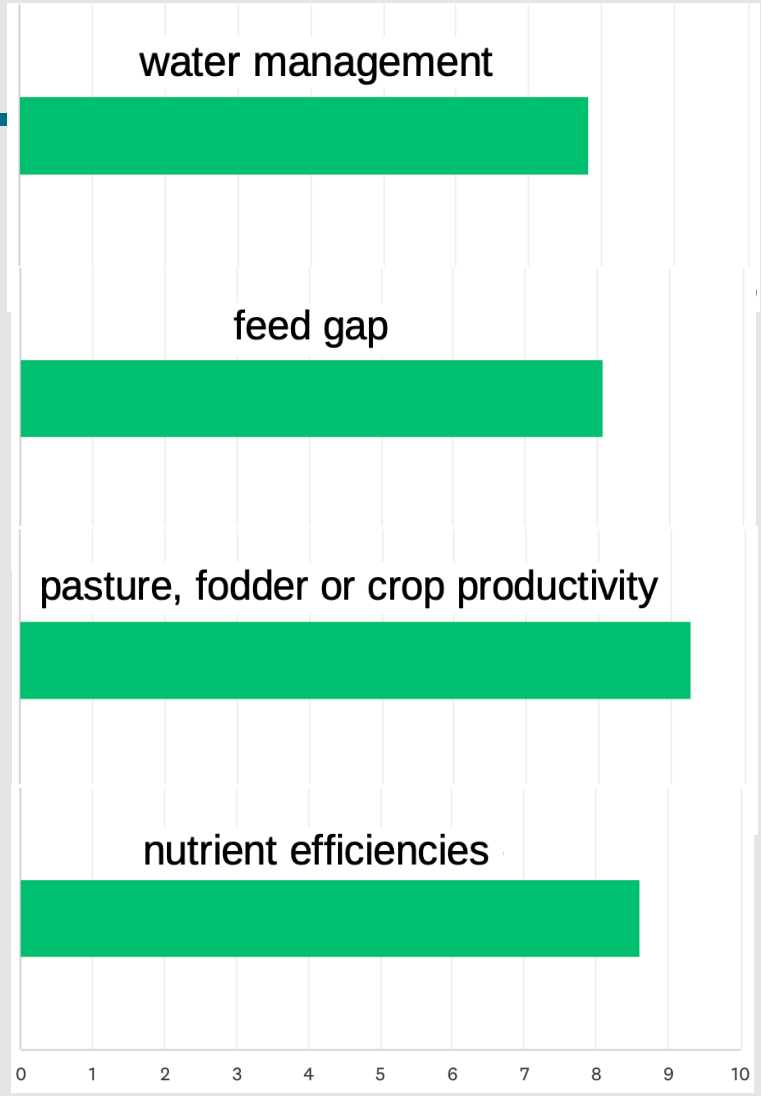
- We want to do better
- We can do better

Farmer survey insights

How can we do better?

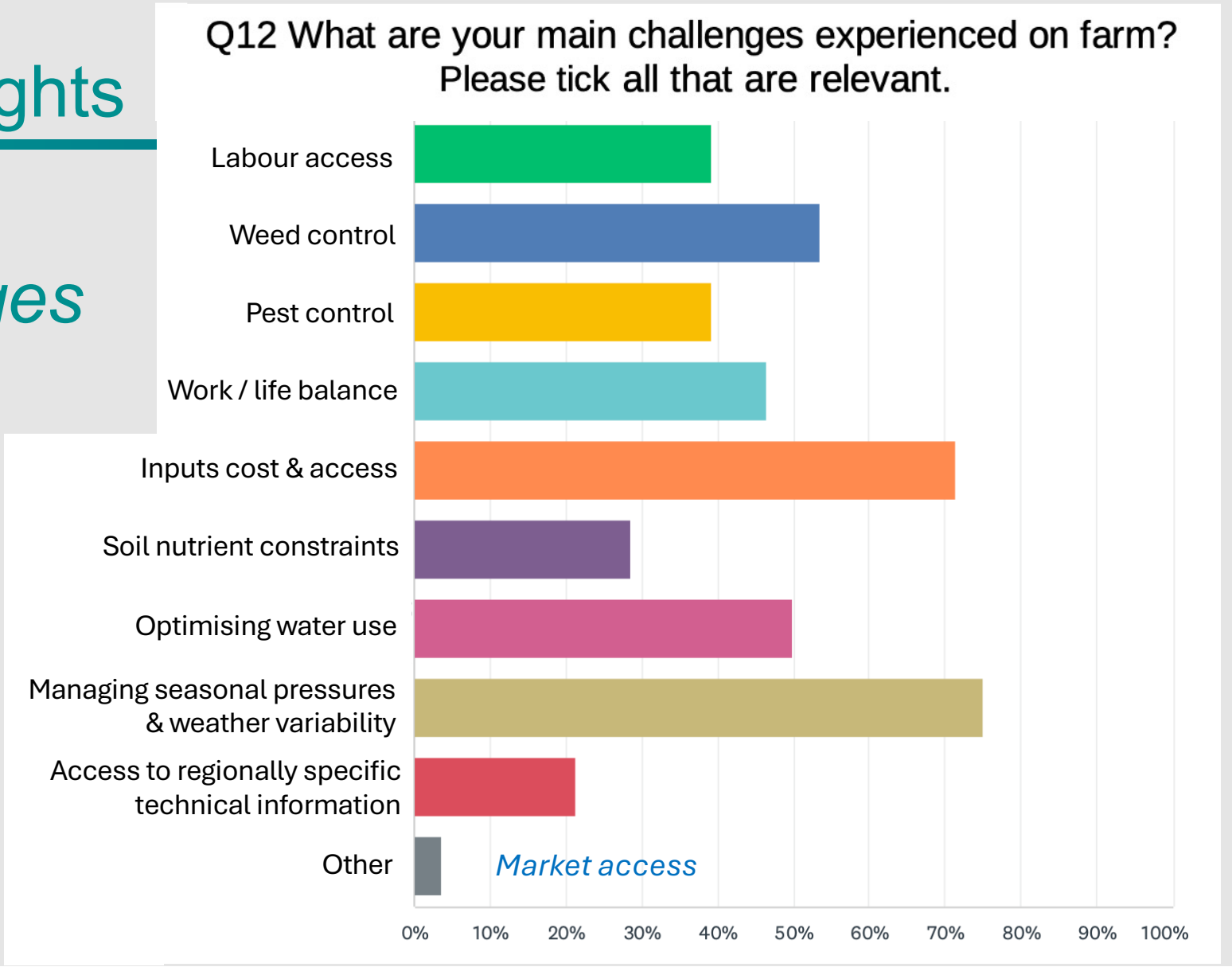
Your interests rated





Survey insights

Farm challenges

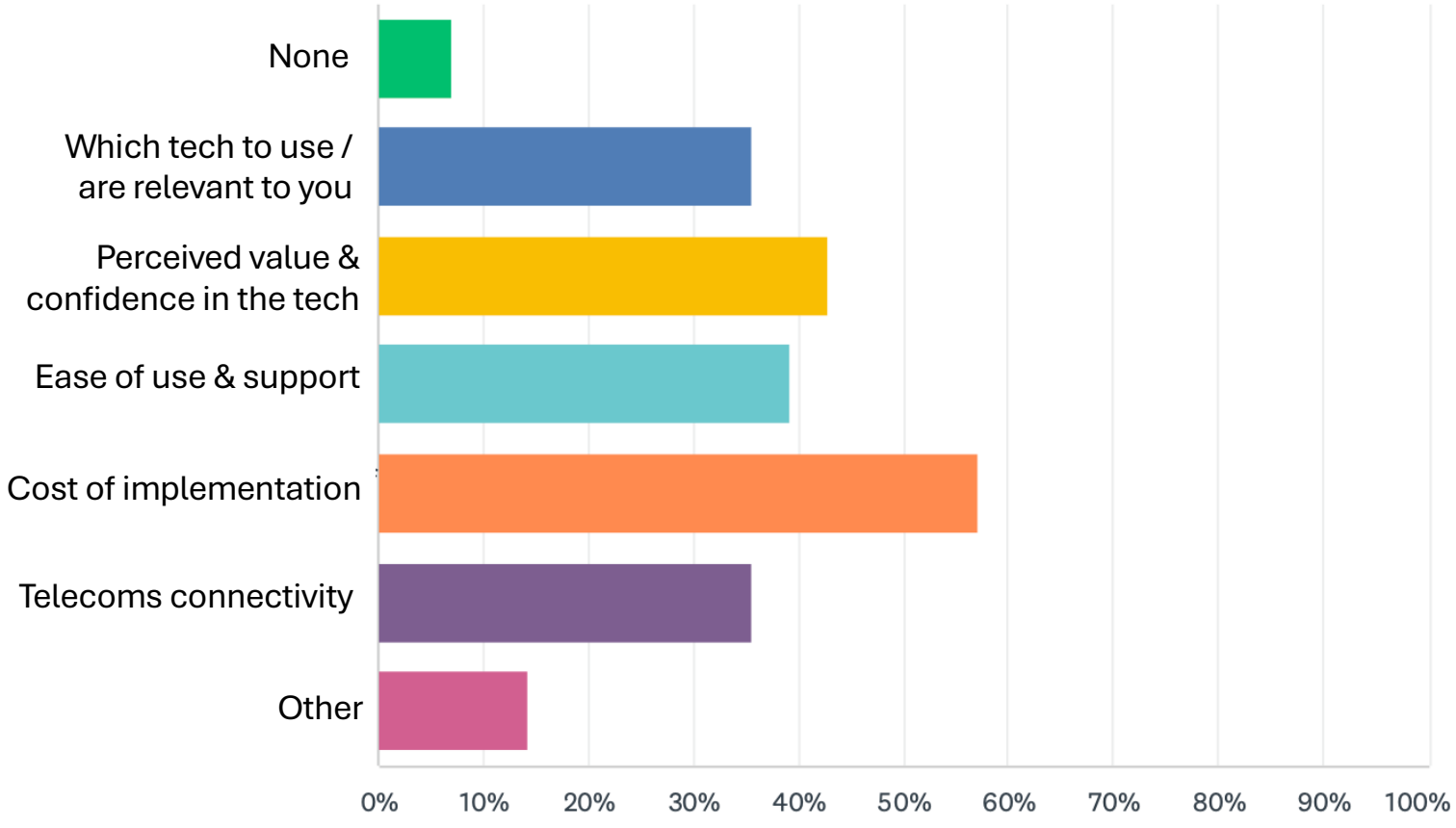


Survey insights

Challenges to tech adoption

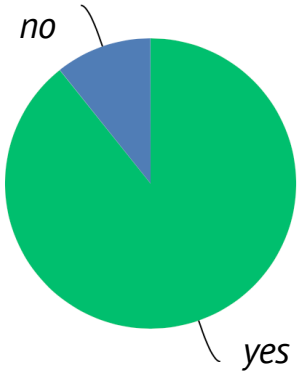
Q13 What, if any, are the main challenges you experience regarding adoption or implementation of tech &/or precision agriculture practices. Please tick all that apply.

Answered: 28 Skipped: 0



Farmer survey insights – *Working together?*

interested in benchmarking farm performance?



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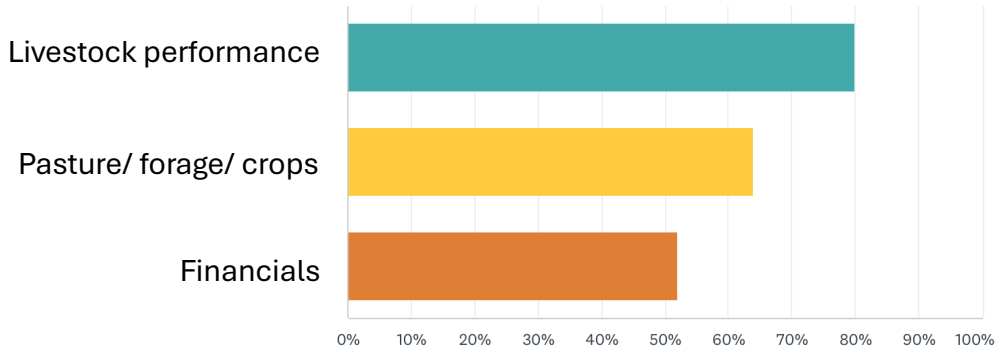
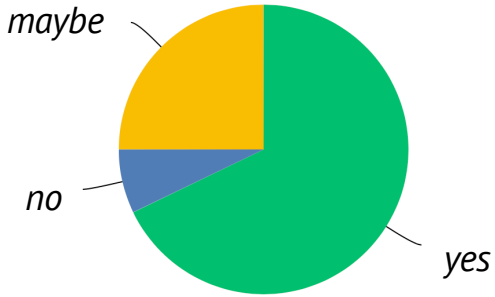
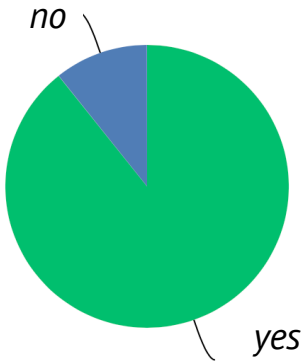


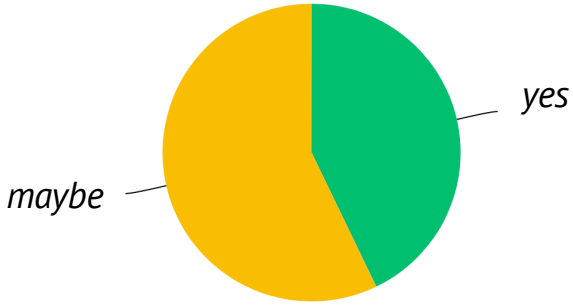
Contributing to an innovation ecosystem?



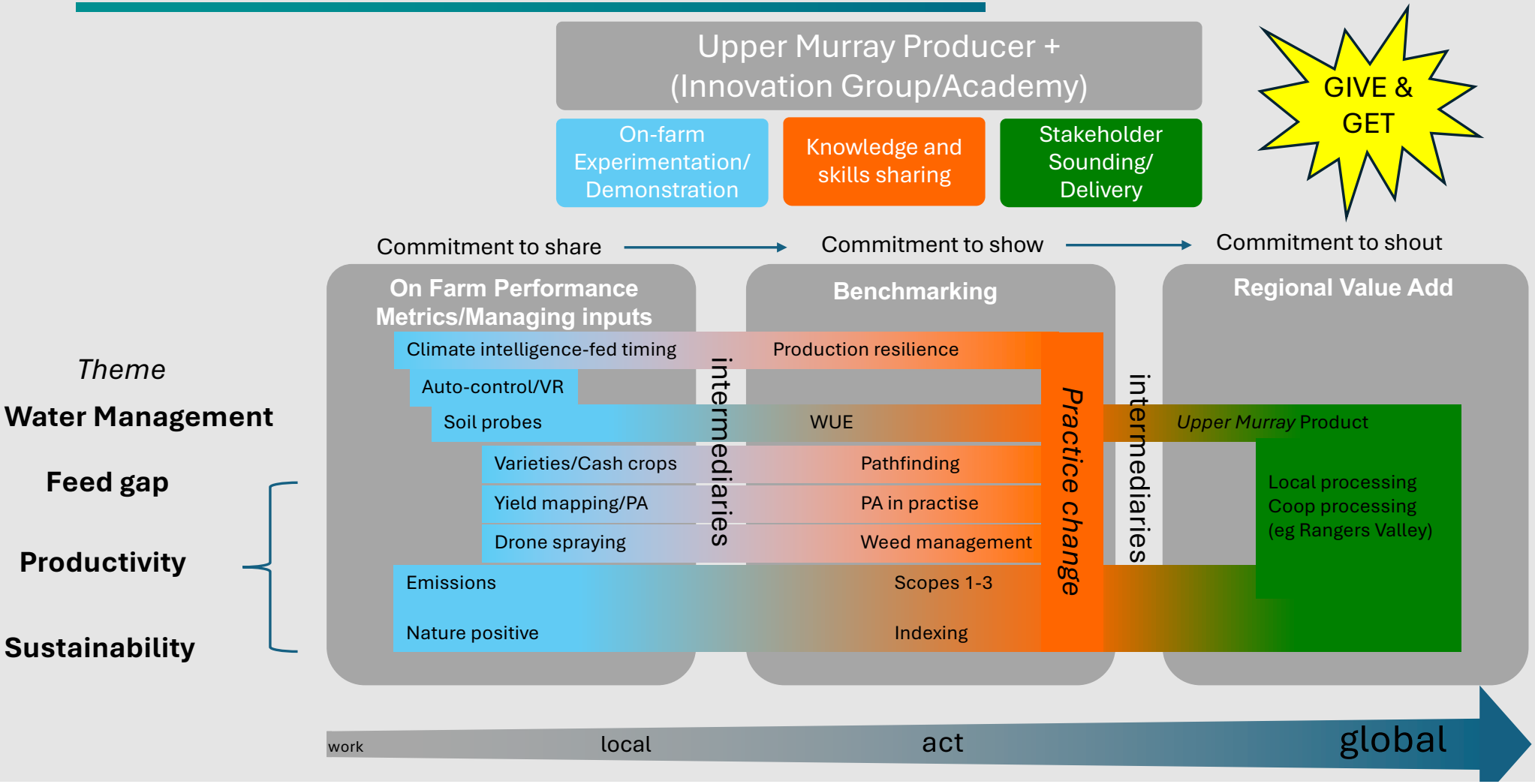
Sharing farm data with farmers?



Opening farmgate to farmers?



In a nutshell..



Anatomy of UMP+

Budget envelope

Steering committee (3-5)

Executive/Liaison Officers (1 EO, 2 LO)

Theme #1 (Water)	Theme #2 (Feed)	Theme #3 (Productivity & Sustainability)
	?	

Demonstration/ benchmarking farms

Enabling tech

- Skin in game

Data flow

- Data sharing agreement

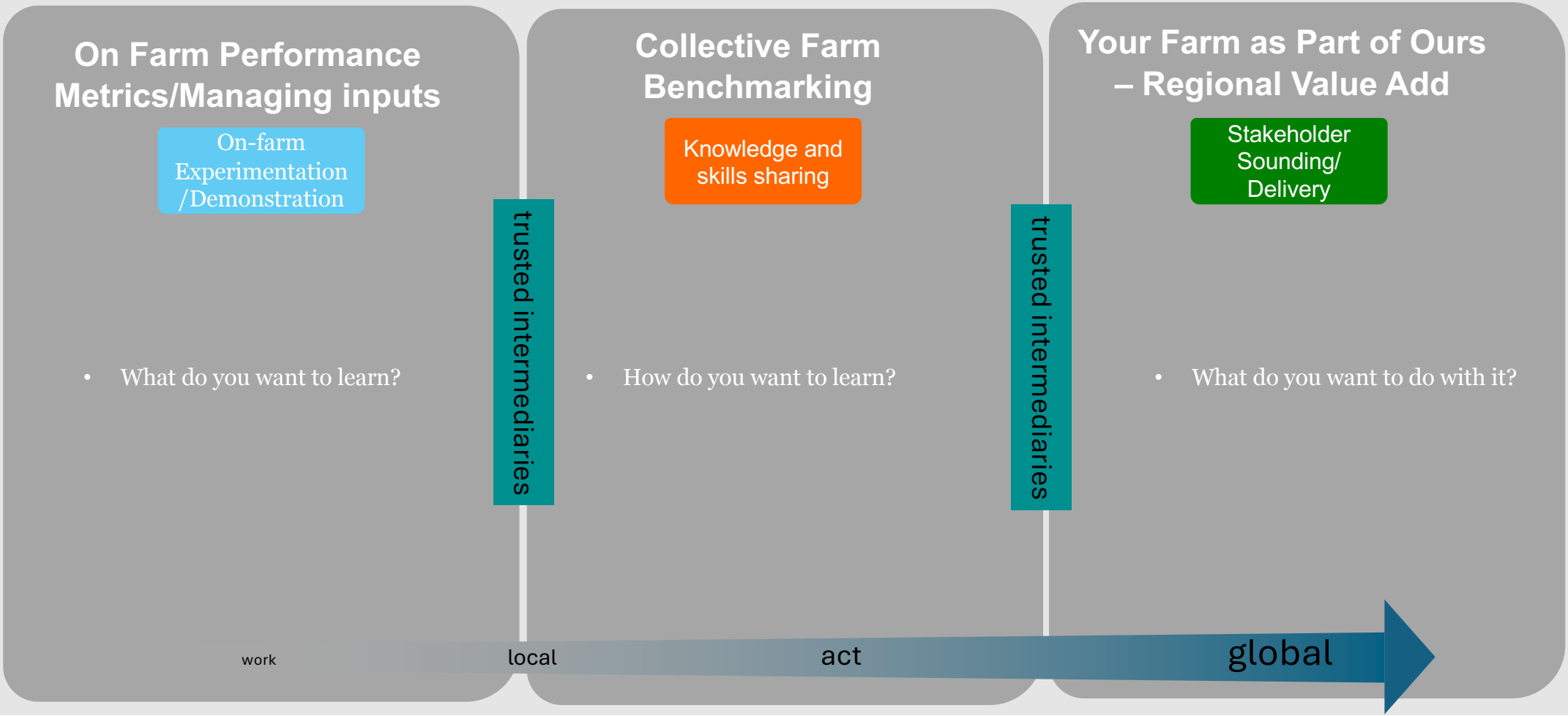
Value add

- B/C analysis

Forum(s) for effect

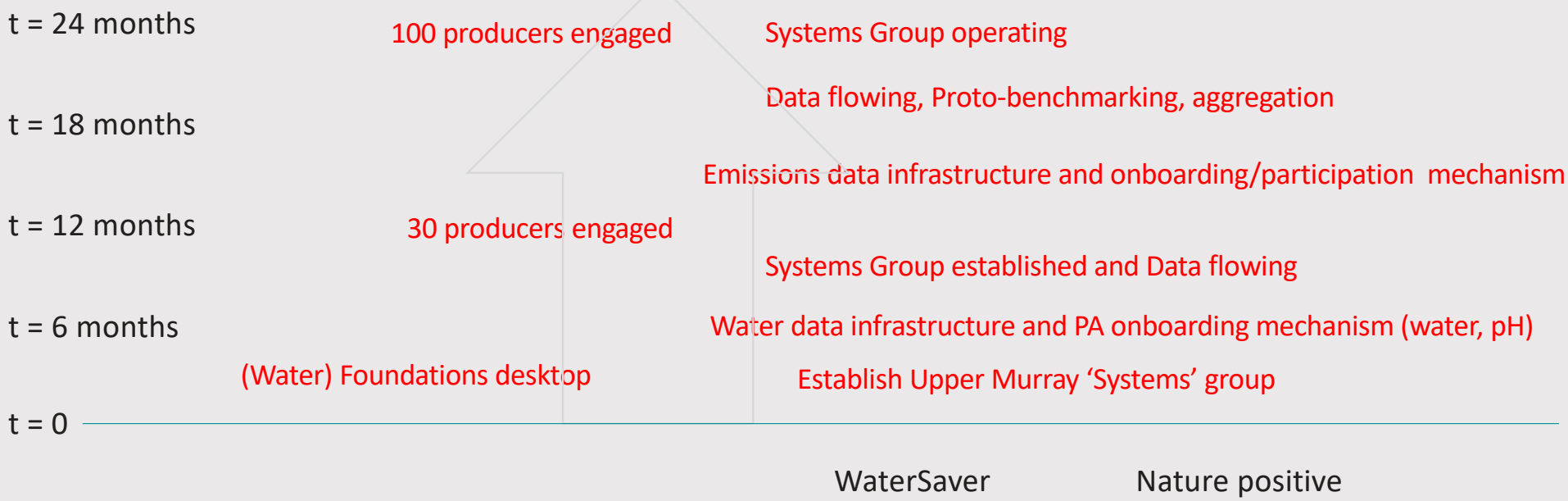
- Workshops/ field days/ digital twin

Brainstorming- Key features



The Roadmap

This is the likely cadence required….



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