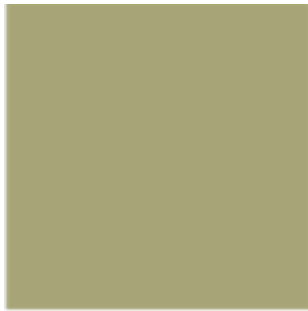
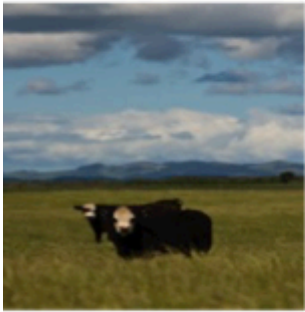


P2D Project
*Accelerating
Precision Agriculture
to Decision Agriculture*



Media Release

24 November, 2017

Digital agriculture could unlock production gains of \$20.3 billion

Realising the full potential of digital agriculture in Australia could boost the value of production by \$20.3 billion, according to the findings of Australia's first whole-of-industry digital agriculture research project.

Producers across all agricultural sectors would benefit from the estimated overall increase in production value of 25%, while also securing their global competitiveness.

The *Accelerating Precision Agriculture to Decision Agriculture* (P2D) Project team has found that transition from analogue business and production models to digital is creating both opportunities and challenges for farmers.

"While the size and type of potential benefits vary between industries, if we work together as one agricultural sector, profit gains will be delivered more quickly and evenly in every market," said project researcher Richard Heath, from the Australian Farm Institute.

"Our economic analysis, supported by international value proposition case studies and domestic best-practice benchmarking, gives us a window into the right formula for delivering maximum returns, specific to each industry.

"But to capture the maximum potential, and secure our position as a world leader in agricultural production, we are going to need to act quickly and cooperatively to coordinate a national approach."

The P2D project, led by the Cotton Research and Development Corporation (RDC) and supported by all 15 RDCs, has delivered 13 key recommendations designed to catapult Australian agriculture into the digital age.

If implemented, Mr Heath says they will break down the current barriers to digital transition, including poor connectivity, a lack of confidence in returns from investment in digital agriculture, poor knowledge and support to assess options, and trust and legal issues around data ownership.

"If we get this right, agriculture in the future will be digitally enhanced throughout the value chain from producer to consumer, through increased automation, smarter use of inputs, accelerated genetic gains and improved market access and biosecurity.

"The collection of data from machines and sensors is increasing rapidly in Australia and we have been a leading player in the development of precision agriculture tools.

"But our AgTech market to provide tools for analysing data is in its infancy, compared to countries like Israel and the United States," said Mr Heath.

"A lack of producer control, on-farm connectivity and the under-utilisation of data has put us at a global disadvantage.

"We've now got a pathway to transform Australian farm business management and decision making through effective digital agriculture adoption. We just need to act."

Mr Heath said the P2D recommendations call for a "big picture fix", including a new Digital Agriculture Taskforce for Australia and collaborative efforts to secure data speeds and volumes and open access to game-changing datasets.

Members of the project team will begin to release the results of its economic analysis and wider research at **industry stakeholder and agribusiness forums in Canberra and Sydney on 27 and 28 November.**

P2D reports can be found on the project website - www.farminstitute.org.au/P2Dproject.

The P2D project is jointly funded by the Australian Government Department of Agriculture and Water Resources Rural R&D For Profit Program and all 15 RDCs. It involves research support from three universities, CSIRO Data 61, the Australian Farm Institute and the Data to Decisions CRC.

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