Top 5

February 22nd, 2024

Fresh from EVOKE AG, here's a summary of what a few AgPro'ers learnt from the biggest Ag innovation event in the southern hemisphere

KEY THEME

Was adapting- investing in adapting, not in big change. The idea was to prevent anything from heading south, or being left behind, by adapting early to new tech, market demands etc. An example was switching to solar pumps when the next one dies!

CARBON CARBON CARBON

Mentioned every 10minutes, it's not to be ignored. Non-financial accounting is on its way to being compulsory.
"Carbon is today's currency. Biodiversity is tomorrow's"
 "carbon is the newest liability on our balance sheet"
New AIA enviro accounting platform- has bought all the calculators together. Takes half an hour to do your baseline. Main event take home: Do a baseline. HERE

Ag will likely need to keep its carbon credits to balance its output. So look for short term contracts.

Carbon is a driver to use biologicals- there will be a steep education curve and lots of demos in next decade. Feedback loop ensuring bios will fit into current systems eg equipment

NOT TECH OR CARBON 😊

This is for your perspective: the average Aussie farmer is $2.5m in debt, with an annual profit of $80k. Further highlights the importance of paying down in good years, and grabbing opportunity.

'STOP protocol"- this was about inner monologues but I think its awesome to apply to communication- like a sticky conversation with a staff member.
-Suspend the narrative (so literally, stop.)
-Tone check- how are you coming across?
-Offer opinions (invite discussion, difference)
-Practice- put in place what you're learning/ trying to change

TECH SEEN

To remember: AI is a 'meta technology'- it ENABLES other tech. That's why application opportunity is endless. Data is its fuel.

Ag Bot- liquid and solid monitoring units- farm proof unit!. $300-$400 per unit plus annual subscription $75. Proven performer, fitted on all CSBP storage. Provides alerts outside of the app too unlike others: https://agbot.tech/

EXTAG- RFID tech (same as credit card) to store info-eg last service, useage, start up checklists. Good for compliance: www.extag.com.au/

Sky Kelpie- drone mustering. Easy to sensitize stock to the drone so careful technique needed. They have info to help avoid this: https://www.skykelpie.com/resources

Jamie also linked in the WhatsApp *Drone Hand*, which is drone monitoring and counting of sheep. It doesn't need to see the full animal, is being tested with thermal imagine to be able to perfume in bush, is automated and provides a summary of each paddocks' numbers, number found compared to what you've said is there, and number of issues eg 2x cast, or 1x bogged.

LISTEN

Every episode of *Humans of Ag* is an insight into how other farmers and the industry are improving, and can be learnt from. Episodes taken from EVOKE will be up soon: HOA