

Real life issues and use of tech in the future for farming

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What are the Real Life Issues?

Business Efficiency

Compliance

Family/Social



How Can Tech solve the big Farming Issues?

- Remote Monitoring/Control
- Cloud Computing
- Data Transferability/Aggregation
- Smart Modeling
- Phone Apps/Remote recording
- Netflix/Social Media



Case Study: Employment Compliance

- 3 years ago – Paper time sheets/no proper payroll software
 - Manual adding of hours
 - 2 hours compliance per fortnight
 - Still not getting it right
- Now – PaySauce
 - Employee Phone app timesheet
 - Links to Payroll software/ links to Xero
 - 5 minutes per fortnight
 - Getting it right



The Thinking change needed in NZ

- To change Farmer behaviour its not just about rules but its about RESET
 - R – Rules
 - E – Education
 - S – Social Pressure
 - E – Economic Tools
 - T – Tools
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- Better Tech can help with the Education, the Social Pressure, and the Tools



Case Study: What needs to change with NAIT

- Needs to talk to all Herd Management Programmes
- Needs a redesign to be more intuitive and easier to follow, quicker to use.
- Phone Apps – Record Data when and where the action occurs. Geotagging?
- Need more verification In movements – Tech investment in trucks/saleyards.
- Cost of every truck having a reader would be less than 3 cents per cow shifted over 3 years.



What are the barriers to achieving this?

- Connectivity
- Lack of customer focus/understanding of farmer needs and current ways of recording.
- Data Patch protection/Ego's/Monopolistic behaviour.
- Industry Initiatives on Data Sharing/Codes/Standards have languished.
- NOT THE FARMER



Connectivity Survey Results

- Wireless is the main source of internet access
- Speeds are increasing in the geographically higher and lower speeds seem to not have any real pattern
- High use of mobile phones, and smart phones
- Coverage of Mobile's across farms is patchy though, and often reliant on provider
- Good use of Mobile's on farms for assisting farm management
- Some geographical gaps in response to survey



Thank You

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