Agritech Leaders Data Reference Group
10 March 2022
Meeting Notes

Attendees	Apologies
Brendan O'Connell (AgriTechNZ) Kenneth Irons (Precision Farming, Chair AgriTechNZ) Andrew Cooke (Rezare / Map of Ag) Ben Wakely (PwC) Blair Smith (Agrigate) Klaeri Schelhowe (TrackBack) Iain Boyd (ANZCO Foods) Mark Strachan (PwC) Oscar Ellison (Levno) Russell Craig (Microsoft NZ) Tim Cutfield (Agventure Consulting) Todd White (FarmIQ) Jane Wrigglesworth (Project coordinator)	Dave Dodds (Figured) Gavin McEwen (Farmax) Haydn Read (Apanui) Mark Begbie (PlantTech Research Institute) Max Watt (FarmIQ) Mike Barley (HortPlus) Will Noble (FarmIQ) Malcolm Fraser (The Industry 4.0 Accelerator) **Not in attendance** Andrea Black (LIC) Murray McCallum (Eagle Technology)

The meeting began at 4.03pm

1) **Welcome and Apologies**

Brendan welcomed attendees and noted the apologies. He thanked everyone for their presence and contribution.

2) **Baseline of Digital Adoption**

Brendan gave an overview of the work AgriTechNZ is undertaking to baseline the adoption of digital technologies amongst New Zealand farmers and growers.

- Quantitative data has been collected. 1001 farmers/growers interviewed. High level of confidence in the statistical accuracy.
- Qualitative focus groups are currently in progress to unpack the raw data.
- Data analysis for sector insights is underway.
- Public presentations will occur in due course to present certain data.
- Partners, who have funded the project, will have full access to the data.
- Members will have some access to details that will otherwise not be available to the public.
- The research is structured in a way that we can use it as a true baseline. This as a longitudinal piece where we will build on the data with further surveys in the future.
- Technology uptake is time; the purpose of this work going forward is to ensure that time is well spent, both as a sector and individually as businesses, and in terms of policy setting and initiatives that AgriTechNZ drives.
- From an AgriTechNZ point of view, the insights will help drive some of the early adopter programmes that are starting within the Agritech Industry Transformation Plan (ITP), and supporting digital adoption across the sector. We see links to the Digital Boost programme that MBIE is driving, to policy setting, to keeping membership discussions going in terms of how it can benefit our members.

Jason H and Andrew Cooke joined 4pm.

3) Data Interoperability Working Group Activity:

- Brendan gave an overview of the data interoperability landscape.
- Link 2025 – a registry of data definitions – was briefly discussed. Although there was some concern at this forum's November meeting regarding the relationship between a registry of data and the use of standards, there was a level of support that the registry could have a real place and a real usefulness in the market, to provide more awareness and transparency around who's using what type of data definitions.
- There is useful work being done in this space but there needs to be clarity around the actual vision and purpose on the widespread view of data interoperability.
- Andrew Cooke gave an update on geospatial data in agriculture and the work he has been doing. There was an aspiration to address the need to interchange or make interoperable some of the spatial data of producers and farmers, to ensure that data could be transferred between systems without losing valuable pieces of data.
- At an online event, more than 20 organisations put their hand up – wanting to do some work around how to interchange spatial data. Ran a series of online workshops in June and July 2021, and collaborated using GitHub. They effectively created specifications that build on existing specifications and standards, and focused on creating three technical pieces of work, one being around how to define boundaries of an operating farm as opposed to the land parcels that might be the farm or houses. Another was how to define the paddock layout, which might include vineyards, orchards or fields. Then there was the concept of a separate site (eg something for environmental purposes, a runoff, etc).
- Ready for the next stage – the team identified work they wanted to do, plus additional work, such as how do you interchange data about wetland or riparian zones or a forestry or native-planted block. How do you say what's in it, plant spacing, etc.
- Another piece of work they were keen to undertake was spray and fertiliser plans and records of placements. It is something that has been solved but not standardised, so there is an opportunity to bring the existing solutions and standardise them.
- Kick-off event next week. There will be six sessions over a 12-week period to work on specifications.

4) New Zealand's Role and Progress in the ISO Smart Farming Work Group

- Kenneth gave an overview of this working group.
- ISO recognised mid last year the migration that the agriculture sector is going through and defined it in a three-step process, the first phase being precision farming, which largely relates to GPS, variable rate seed planting and fertiliser application; the second generation being digital farming, relating to sensors and devices on farms, soil moisture probes, field monitors, etc; the third generation being smart farming, in terms of use of data and digital solutions in farming systems.
- New Zealand, along with 22 other countries, was asked to nominate a New Zealand representative to a strategic advisory group. Kenneth was recommended.
- They are starting the process of creating a new set of standards in a particular sector, to complement what already exists.
- Kenneth thought there was an opportunity for this group to be a beneficiary and potential contributor.
- In the subgroup there was an opportunity to invite co-opted members; Kenneth recommended Andrew Cooke to subgroup 2, on livestock, which he has now joined. Kenneth is chairing subgroup 8, on data.
- Andrew gave an update on his involvement: Each subgroup is trying to understand the scope of potential needs across the industry for standards that ISO could help address. This might be pseudo standards that already exist and need to be written up and submitted to ISO, or they could be country specific standards. There is a need to understand the gaps and priorities.
- New Zealand organisations and individuals could identify priorities and pain points, areas that lack standards.

- Klaeri suggested a collaboration with AgRearch with their NZ beta project and work around animal health.
- Kenneth said there was an opportunity for New Zealand organisations to get involved. Contact him if you are interested: kenneth.irons@agritechnz.org.nz

The meeting closed at 4.50pm