Agritech Leaders Data Reference Group Meeting
13 August 2021
Meeting Notes

Attendees		Apologies
Kenneth Irons (Precision Farming, Chair) Brendan O'Connell (AgriTechNZ Chief Executive) Gavin McEwen (Farmax) Iain Boyd (ANZCO Foods) Mark Begbie (PlantTech Research Institute) Mark Strachan (PwC)	Mike Barley (HortPlus) Oscar Ellison (Levno) Russell Craig (Microsoft NZ) Tim Cutfield Will Noble (FarmIQ) Chantal Thomas (Project coordinator)	Haydn Read (Apanui) Klaeri Schelhowe (TrackBack) Wayne McNee (LIC) Murray McCallum (Eagle Technology) **Not in attendance** Dave Dodds (Figured)

The meeting began at 3.07pm

1) Welcome and Apologies

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

2) Housekeeping

Brendan expressed thanks to everyone present and gave an overview of the status of the project. The previous minutes highlight the alignment in this group on the problems that need solving especially:

- Duplication of data entry for farmers and growers
- Enabling better data sharing, access and compliance
- Realising data value across value chains
- Potential for digital twins

Relevant links shared to the group
https://theodi.org/article/data-ecosystem-mapping-tool/
https://news.microsoft.com/opendata/

3) Group discussion with Mark Strachan from PwC

Mark has been looking at the sector and the current state of digital adoption in the industry and provided the group a high-level overview of some insights he has developed. He has a keen interest in supply chains and enabling the industry to use and share data.

PwC created a digital supply chain ecosystem proof of concept and shared their findings which are publicly available to the group. There was a scale of 1-5 to rate levels of maturity of the systems. The needs of each level within the community are quite different, which makes defining the problem and requirements challenging. There were also barriers around data and partnerships. Conversations around data and iwi processes need to happen, if done correctly this can result in greater value created at the consumer end. Some work has been done with Stats NZ following the census on how to better engage with iwi to improve data outcomes.

Digital Farm Identity is an area to focus on, AgriTechNZ does have this already as an area of work. Food fraud is a significant issue and NZ products are at risk of being counterfeited due to their high value. The discussion around this has been lacking to date and is an area that could be improved on.

Data needs to be improved by moving it from a system value, to a human value. For a value supply chain, the data doesn't need to be configured and synchronised through the chain, rather the permissions need to be synchronised.

The initial challenge/opportunity needs to be to define what the primary industry data ecosystem looks like now and then what it looks like in the future, to achieve outcomes that benefit the interests of private businesses, consumers, Government, customers, communities of interest. There is a challenge around defining the context of the various data collaboratives.

How much and what sorts of impact has GDPR had on trading? The restrictions aren't as strict in a business-to-business setting, it focuses more on the consumer relationship. Business has responded by providing more clarity to end users.

Interoperability within the agriculture sector is still a challenge, around how to remove the constraints to encourage adoption. The industry is represented by a large number of SME's unlike most industries which are represented by a small number of large corporates.

Economic risk – NZ not realising the value of export goods
Regulator risk – overseas requiring differing levels of traceability
Market access risk – NZ becoming less of an attractive trading partner as we are harder to do business with

The group discussed the piece of work around identifying the challenges and impediments facing the sector, not just how to implement it.

There is a risk of divide between digitally savvy farmers and others.

Relevant links shared to the group
https://www.data.govt.nz/toolkit/data-governance/maori/
https://www.massey.ac.nz/massey/about-massey/news/article.cfm?mnarticle_uuid=11D7CC0A-59E5-4B08-B006-6ECDFF7FBD4E

Mark Strachan left at this point

4) General Discussion

Now established, the purpose of the group needs to be evolved. We a reference group rather than a working group. The intent is that the group will provide input to sector representation of shared issues.

There is an important relationship and opportunity with MPI. AgriTechNZ has been involved with the work Collier and Isaac have been conducting around data interoperability. Consultation by MPI around data has previously happened with Federated Farmers, DairyNZ, Beef and Lamb (all of which is appropriate)but not so much with the technology companies, this is the space AgriTechNZ and this reference group can add value.

Brendan and Kenneth are meeting with Ray Smith in two weeks. The intent is to set up a regular forum of engagement to ensure both collective and individual voices are heard where relevant.
The group was asked to feed key discussion topics to Brendan, to position this group as a resource to MPI to come through to for input.

It was noted that Government has data and has a responsibility to its own approach to data and interoperability.

There needs to be a distinction that the group is not representing a single commercial or technology solution. Instead, the group is supportive of the collaborations, but not of specific suppliers or technologies. Kenneth commented on the parallels between the existing social sector Integrated Data Infrastructure (IDI) and the opportunities for a similar environmental IDI

Relevant links shared to the group
https://www.stats.govt.nz/integrated-data/integrated-data-infrastructure/

Next Steps:

- Russell is to find examples of ecosystem mapping from ODI and revert to this group.
- Brendan is to circulate the MPI data interoperability working group terms of reference, and an update on the geospatial specifications work
- Opportunity to send a pre-defined list to the membership to determine the key areas to focus on.
- Brendan and Kenneth are to propose key areas of focus to the group for their feedback by the end of next week.

The meeting closed at 4.34pm

POST meeting clarification:
Brendan commented that LINZ were involved with the Geospatial Specifications work. Whilst they were consulted they weren't directly involved in the workshops to this point. In response to an enquiry Andrew Cooked shared the following:

Obviously there are a bunch of public layers maintained by LINZ (imagery, road centrelines, waterways...). However, we're not touching those so put those aside.

The potential point of overlap is "Register Parcels" as that is the layer LINZ is most interested in (their platform also supports non-register parcels; mainly for land that can't be sold). We discussed with them how they can already represent "Properties" (ie. Valuation references used by councils to link parcels owned by the same parties). We also discussed farm boundaries (which is within our scope). They didn't have a solution for this as its a different conceptual entity than land ownership, but were interested in our approach.

To learn more about this work you can go here: https://github.com/Datalinker-Org/Geospatial/wiki