



veski
sustainable agriculture fellow

Dr Terry Griffin

Inspiring
Innovation



research project

Connectivity, Capability and Trust: breaking down barriers for farming to create value from data sets

project summary

Dr Terry Griffin will visit Victoria in early 2018 to help transform the Australian agricultural sector by improving the use of digital agriculture technologies and big data analytics within the Victorian grains industry.

The aim of the project is to better use data to reduce labour and input costs, increase yields and profitability as well as enable greater traceability throughout the food supply chain.

The project will identify and develop strategies to overcome barriers preventing farmers from collecting and collating farm data.

Key focuses include lowering the high cost of entry, increasing skill levels among farmers, and tackling the connectivity challenges facing farmers. The team will also develop structures and arrangements to help build farmer trust and confidence in digital agriculture.

In addition, the project will build collaborations with the private sector to develop new digital agriculture services.

With greater access to data farmers can make more informed on-farm decisions which lead to greater profitability and sustainability. There is evidence to suggest farm profitability gains in the region of 10-15 per cent are possible with improved use of data in agriculture.

Modelling undertaken by Accenture in 2015 identified a potential economic benefit of \$125/ha where farm data is used to improve decision-making across the agricultural supply chain and supporting industries.

In addition, quality assurance, including food traceability, will help Australian farmers maintain access to the lucrative Asian markets, which generate a premium of 20 per cent.

This transformative project will also deliver a range of environmental benefits and reduce environmental risks by ensuring farmers have access to information to help them determine the appropriate amount of fertiliser and pesticides for seasonal conditions instead of using a 'rule of thumb' approach.

The adoption of new technologies and improved analysis within Australia's farming sector will also deliver new jobs for people wanting to live in rural Victoria and Australia.

Terry and his collaborators will also provide support and evidence to fast track the development of a Data Co-Op, which is a new community enterprise being designed for farming communities across the state.



personal history

Dr Terry Griffin is a life-long agriculturalist who earned his PhD in Agricultural Economics from Purdue University.

During this time he developed techniques to analyse precision agriculture data from landscape-scale on-farm experiments.

Dr Griffin specialises in big data analytics and the valuation of precision agricultural technologies and big data. He holds a professorship at Kansas State University as the cropping systems economist.

Terry is a charter member of the International Society of Precision Agriculture. He received the 2014 Pierre C. Robert International Precision Agriculture Young Scientist Award for his work in data utilisation.

He has also received the 2012 Conservation Systems Precision Ag Researcher of the Year and the 2010 PrecisionAg Awards of Excellence for Research.

Terry is a regular presenter at conferences around the world, and is a sought after guest for media.

He was also recently recognised by Kansas State University as a key leader in communicating science for everyday use. He tweets @SpacePlowboy.

other sustainable agriculture fellowship recipients:

Dr Pangzhen Zhang
Professor Luca Corelli Grappadelli
Dr Kristy DiGiacomo

background information

Since 2004, **veski** has been attracting and bringing outstanding global talent to Australia to develop solutions to address modern challenges facing health and medicine, the environment, technology and society more broadly. The **veski** sustainable agriculture fellowships draw on this experience to fund world leading scientists and researchers to work in collaboration with farmers, industry and government.

The long-term sustainability of Australia's agricultural sector and regional communities rely on innovation and strong collaboration between industry, government, philanthropic groups and the community. Innovation and collaboration can transform our local economies, grow local industries and provide jobs for thousands of people.

The fellowships support industry partners, research organisations and industry collaborators seeking to stimulate and further develop Australia's food and agricultural industries with innovative solutions.

veski is supported by the State Government of Victoria.

further information

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