

DIGITAL TECHNOLOGY FOR YOUR FARM

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PRICE RURAL MANAGEMENT PTY LTD

- 36 years in the rural industry
- General Manager of family owned pastoral company for 22 years
- Consultation and advisory services to Agri Business and Digital Technology
- We work with producers, Research & Development Corporations, developers & suppliers of Digital technology
- On ground involvement in the roll out, implementation and evaluation of over 700 digital devices, servicing 36,000 hectares across multiple properties

Distance to Empty



Image source: www.ebay.com



Image source: www.cipq.com

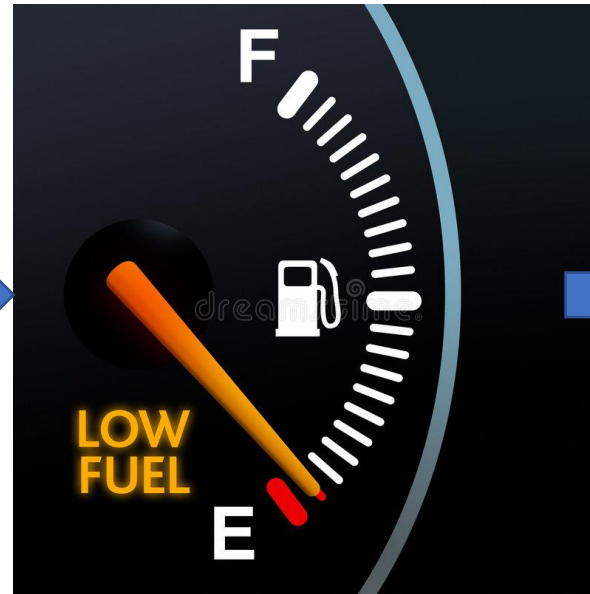
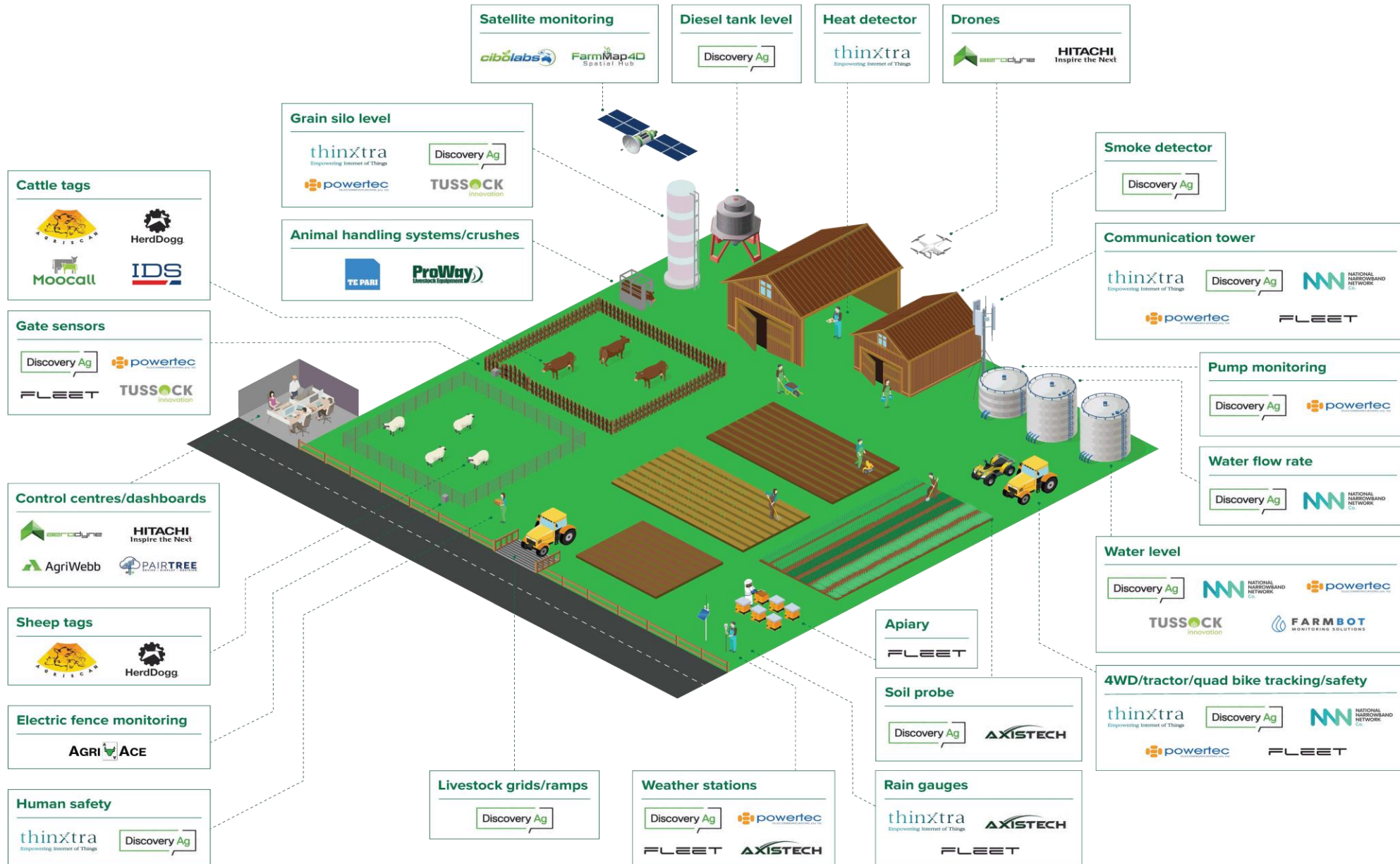


Image source: www.dreamstime.com



Image source: www.road-reality.com

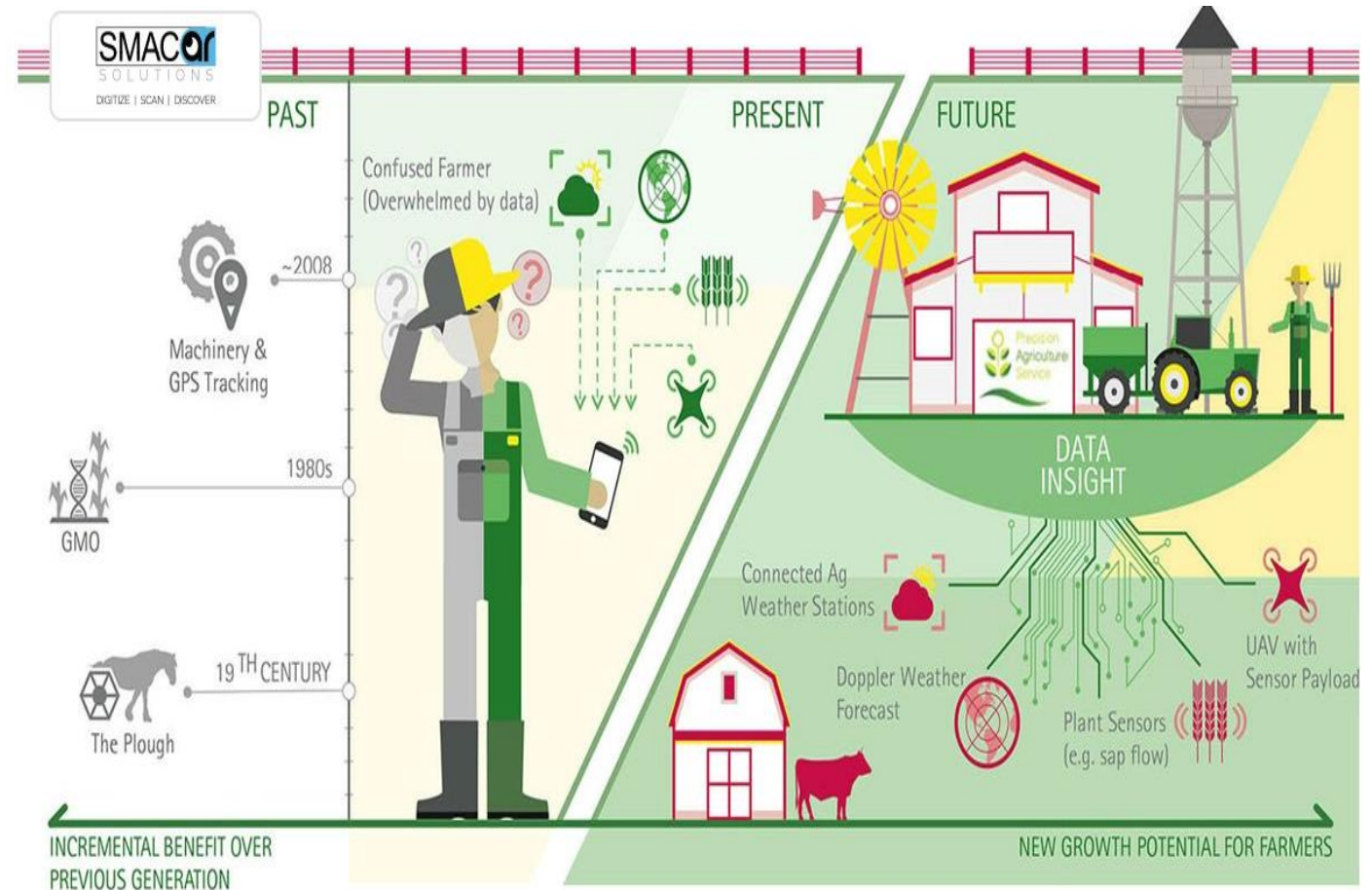


Current Insights

- Development of IoT technology has really moved forward over the past few years.
- Improved communication systems are enhancing functionality.
- One sensor is good- many sensors linking data sets are powerful.
- Use cases are becoming more apparent and robust.
- Practice change is happening.

HOWEVER

- Producers are still confused and are seeking guidance.
- You just can't install a \$200 sensor and get it all done!



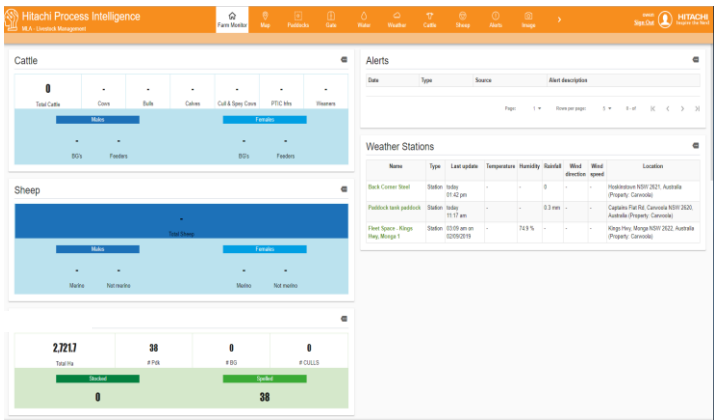
Fundamentals to build a Digital IoT strategy

- Understand what you want measure or monitor and why.
- Identify your issues of greatest concern or pain points.
- Understand connectivity – both yours and the technology itself.
- Consider a budget that you have available.
- Do not overdo the number initial installations- start small
- Research supplier and device options carefully.
- It may be worth seeking assistance from an advisor.

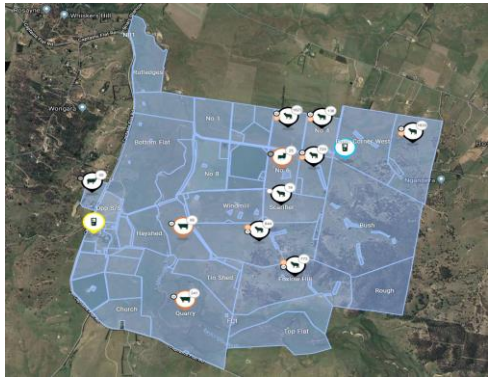
Connectivity

- A leading barrier to adoption is the confusion around connectivity
- You do not need full coverage from Telstra!
- There are multiple connectivity types existing that support Digital technology.
- Suppliers of Digital tech and consultants can assist you to understand options.

Dashboards and platforms



Hitachi



ROI & BUSINESS PRACTICE CHANGE

The great news is that many offerings have viable use cases and most of these present Return on Investment and Business practice change potential.

Identified ROI & PC

- Water solutions
- Smart tags
- Weather, Soil probes and Irrigation scheduling
- Satellite pasture measurement
- Livestock handling equipment incorporating Scales/RFID/Auto drafter



Water

- Checking water represents a huge cost to a business- both \$ and labour
- Remote monitoring can provide timely or early warnings of water levels and flows.
- Monitoring of any water situation is possible- tanks, troughs, dams, rivers and floodway.
- You can see this anywhere you are- at any time via apps.
- Early warnings can be sent to your phone or other devices.

Value proposition

Offers a huge cost saving both in Op Ex and labour. Early warning can provide early intervention. Allow alternate use of your time eg. holidays



Map

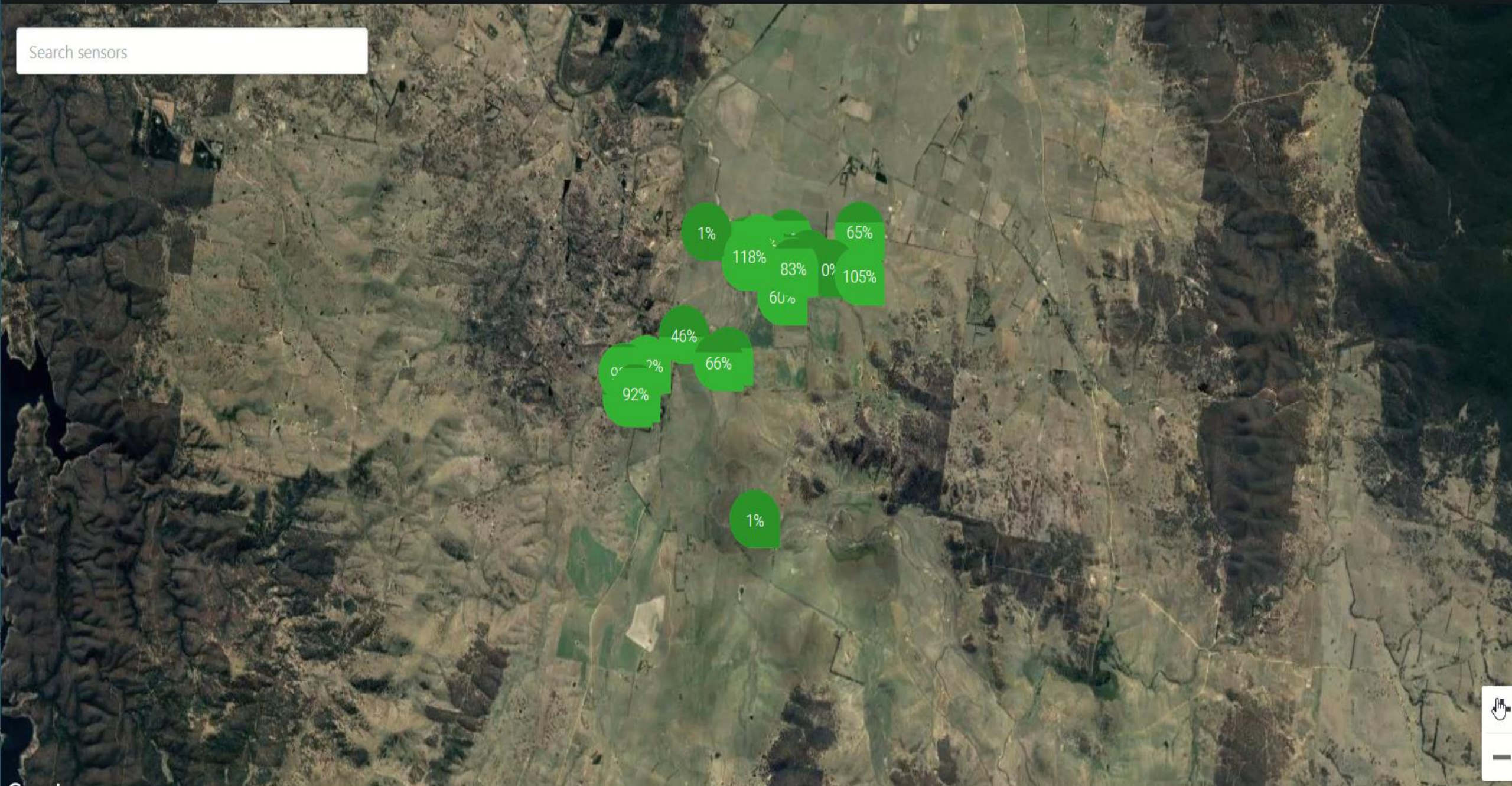
Sensors

Notifications

Settings

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Search sensors



Weather and Rainfall

- We have been watching weather and recording rain forever
- Manual records can be messy and get lost
- Automatic recording
- Localised weather and rainfall data
- You can see this anywhere you are- at any time

Value proposition

Accurate understanding of your current weather conditions useful for spraying compliance, animal production affects, crop or orchard production affects



DARLYN GOWEATHER

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ordered by Location Name

14°C

HIGH
05-09-22
14:59

5°C

LOW
05-09-22
06:21

65 %

HUMIDITY

10 °C

05-09-22 16:00

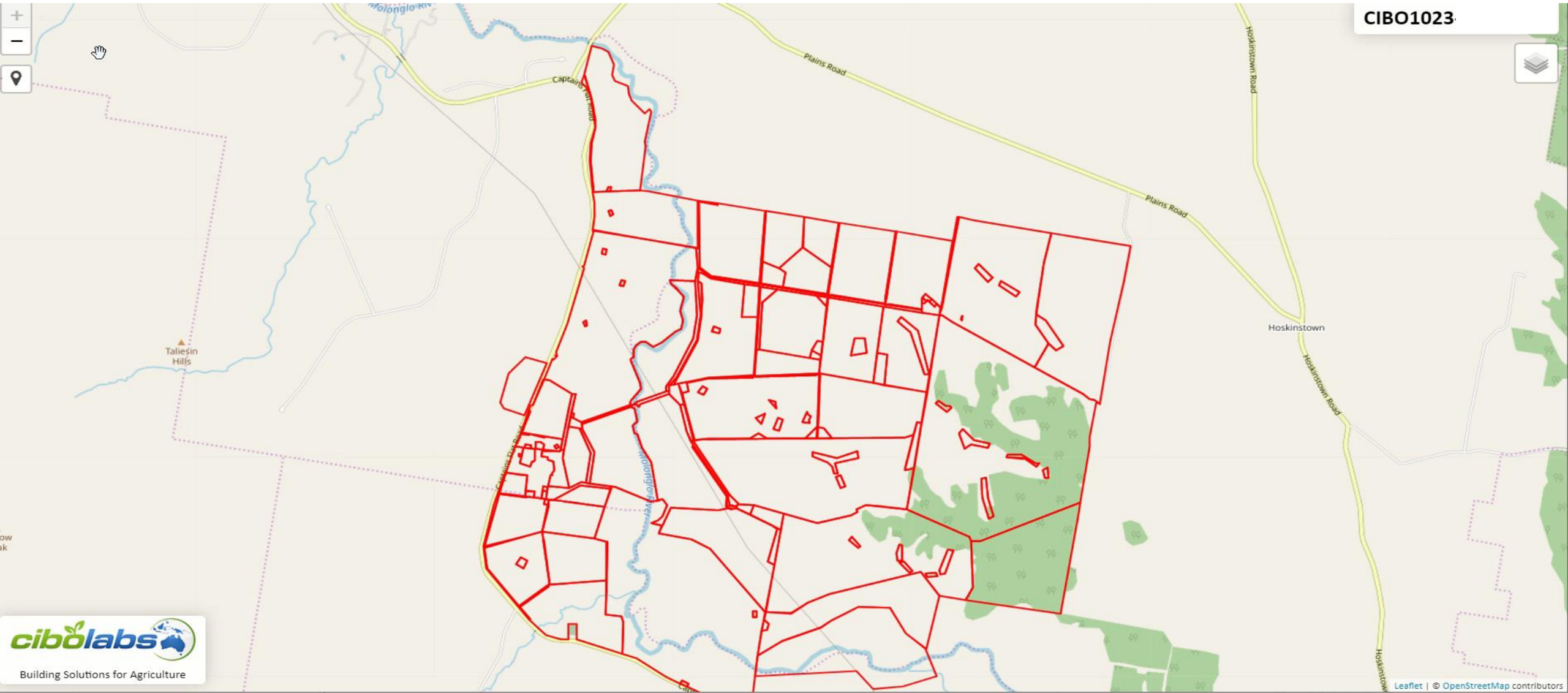
Wind	Main Wind Direction	Delta T (C)	Soil Temp (C)	ETo (tall)	Battery Volts	HLI
						
6 km/h - S	SSE - 40 %	3.3 °C	10 °C	1 mm	15.1 v	50
Wind Speed km/h	Secondary Wind Direction	Dew Point (C)	Solar Radiation	Barometric Pressure	FDI	
						
9, 11, 6 ~ km/h	SSW - 30 %	4 °C	220 W m-2	940 hPa	1	

RAIN (MM)

Since 9 AM 0.0
1 Hour 0.0
6 Hours 0.0
24 Hours 0.0
48 Hours 0.0
7 Days 2.8
30 Days 26.2

Satellite Pasture measurement

- As a grazing business we are constantly needing to measure pasture.
- We are better equipped to make livestock management decisions when we know what we have in the paddock.
- Considerable time is spent each month assessing and measuring pastures.
- We need to have accurate objective measurement at low cost.

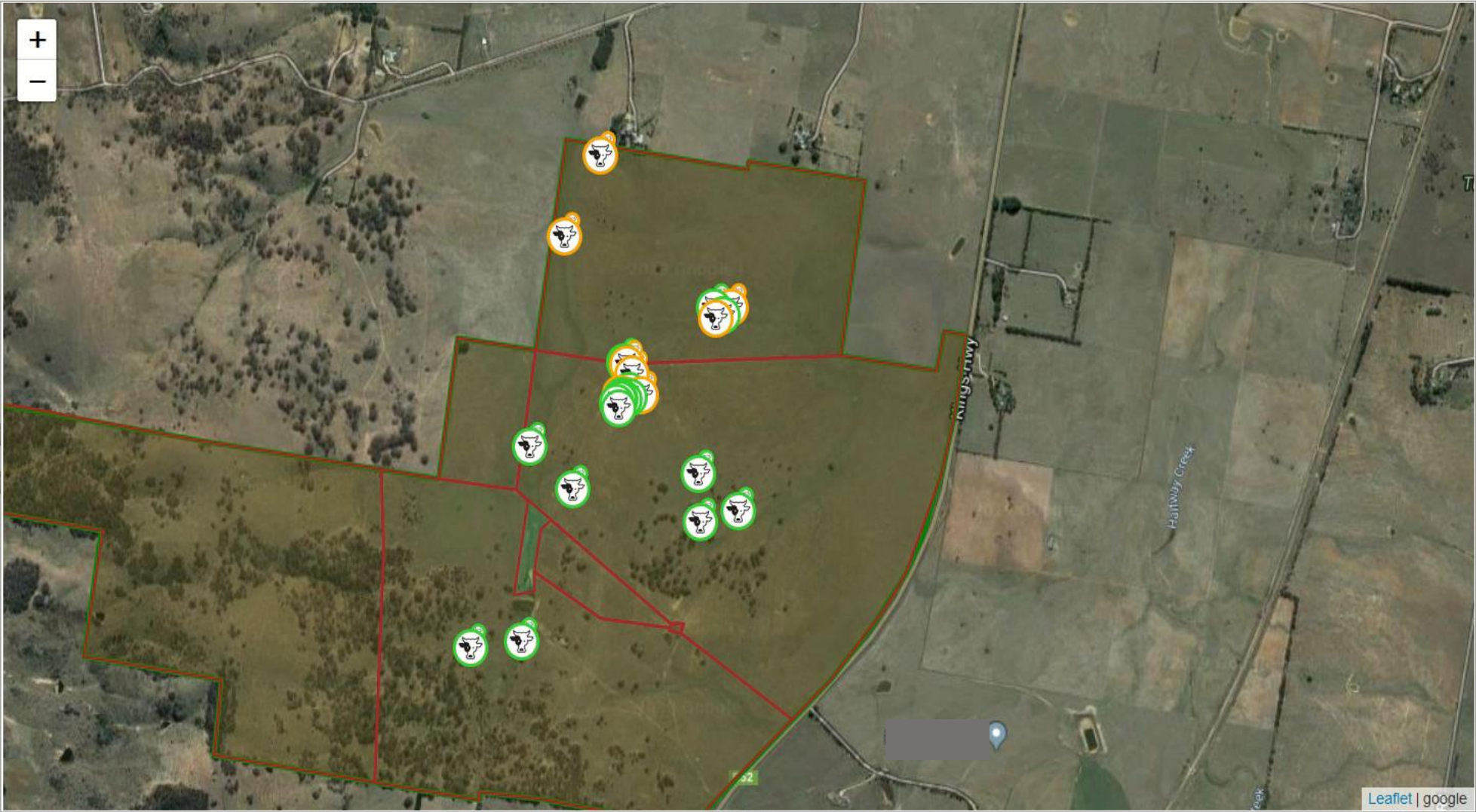


Smart Tags

- Can track livestock movement- particularly useful during joining and calving
- Assists understanding of grazing patterns
- Allows the monitoring animal health aspects of livestock
- Can be used as an EID tag
- Very easy and quick to get a snap shot of mob positions and activity
- Alerts will be sent to your phone or device when animal leaves the boundary or a paddock or property

Value proposition

Provides understanding of your livestock movement, grazing positions and health. Tracking Bulls during joining could lead to significant productivity increases

[SEARCH](#)[FOLLOW](#)☐ Tracks☐ Show Lot Boundaries (QLD Only)☐ Paddocks/Fences Check☐ TSDM▾ ☒ S (29)▸ ☒ Mobs by Paddock (8)▸ ☐ Assets (3)

08/11/2019 ▾

15/11/2019 ▾

Final Thoughts

- Establish what you want measure and why.
- Consider a budget that you are prepared to spend. Cheapest rarely delivers to expectation
- Do not overdo the number initial installations- start small
- Research supplier and device options carefully.
- It can be worth seeking assistance from an advisor.



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