

# Where is Smart Agri Heading in the Australian Horticulture Industry

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## HIA's vision

Through innovation,  
HIA strives to increase  
the **productivity,**  
**farm gate profitability** and  
**global competitiveness** of  
Australia's horticulture  
industries.



# Meet Lindsay - Mr Average

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- Male
- >53 years
- Progressively aging
- Smaller farm size
- Downsizing
- Consolidation
- \$100 K annual output
- 30% of farms
- 6% of farm output
- Lower productivity?



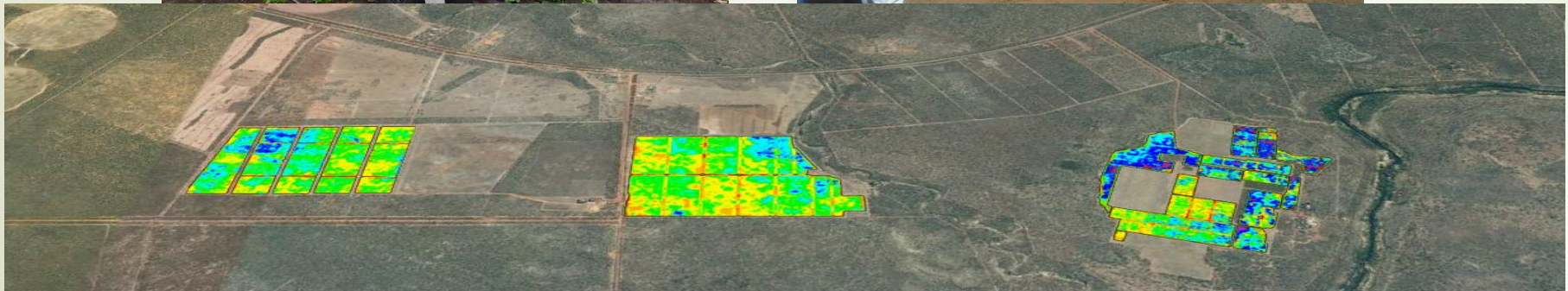
# Meet Ed – Mr Innovator

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- Male
- In 40's
- Larger farm size
- \$400K annual output
- 25% of farms
- 75% of total output
- Receptive of innovation

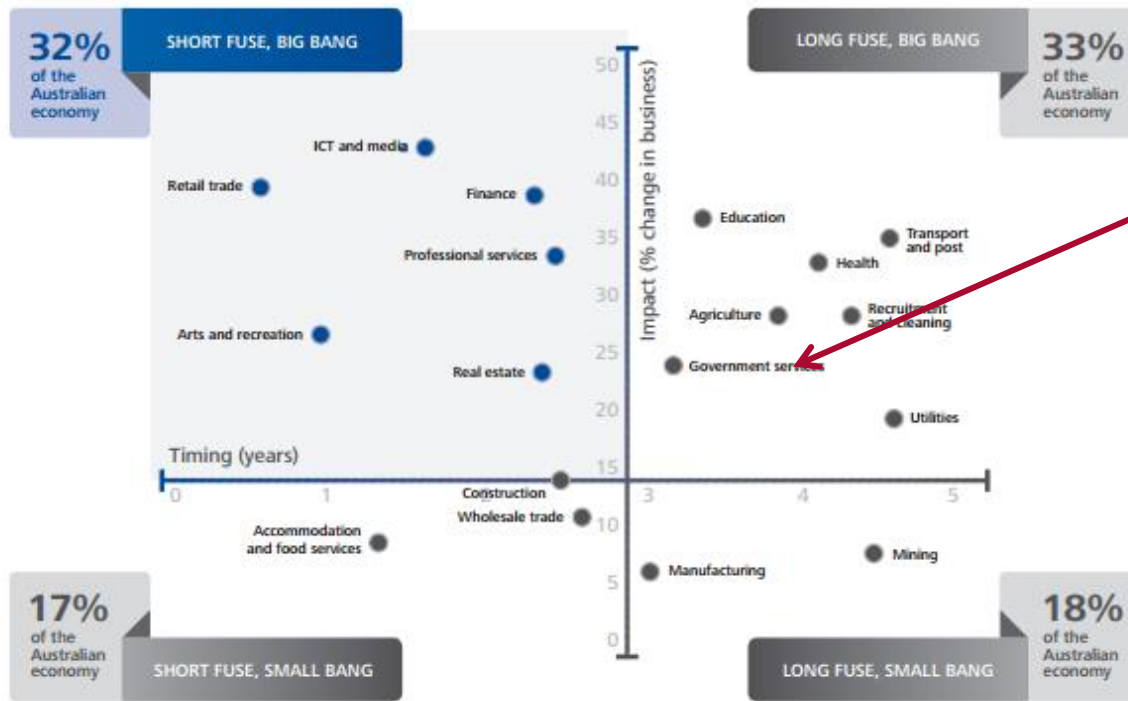


# Investing in the Future



# Digital Disruption

Figure 1: Deloitte's Digital Disruption Map



Significant disruption over a longer timeframe

Source: Adapted from Deloitte Touche Tohmatsu. (2012). Digital disruption Short fuse, big bang? - Deloitte.

# Big Data and Advanced Analytics

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- Barriers and opportunities
  - High need for innovation, particularly with data inputs on farm
  - Optimise farm operations to measure, monitor and manage
  - Increase value chain transparency by forecasting and real time information
  - Step up downstream operations to address ‘plate to paddock’
  - Tackle infrastructure challenges and postharvest needs
  - Anticipate waste and value add to drive new markets

# Collective Impact to Drive Change

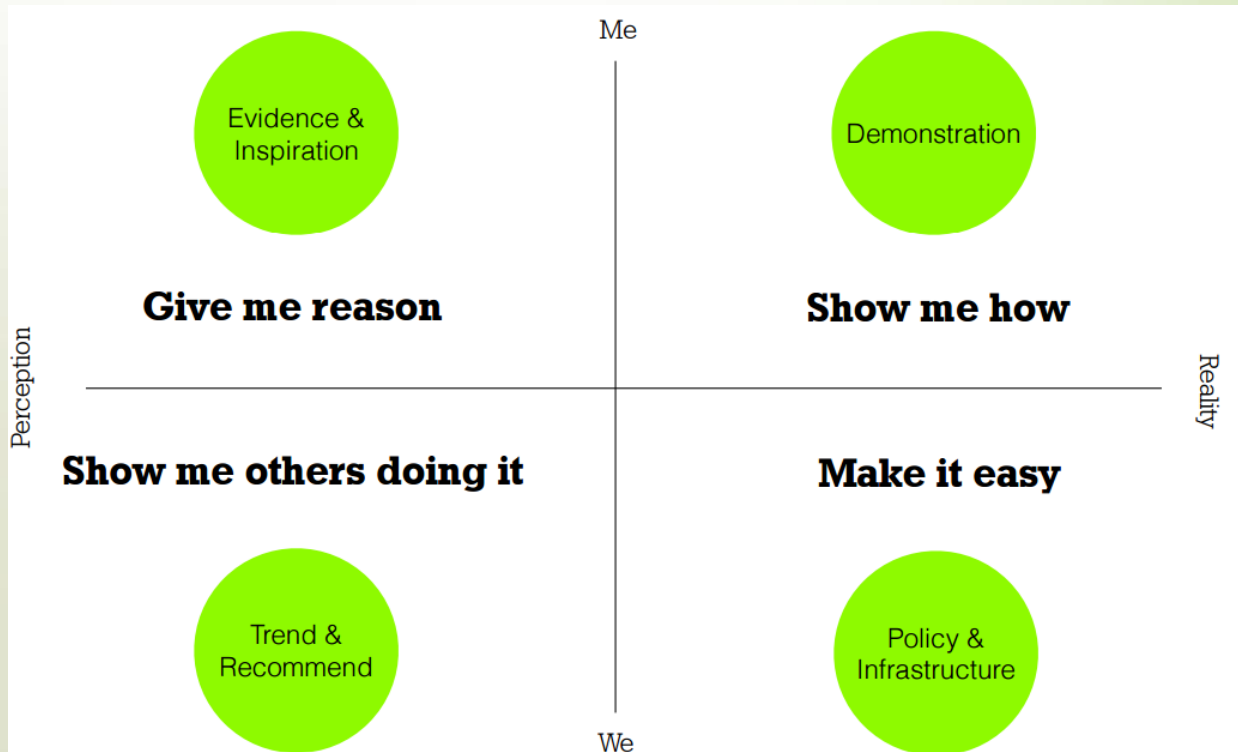
## Five conditions that exist to produce true alignment and meaningful change

<b>Common agenda across organizations</b>	Mutually reinforcing actions brings more collective attention and effort into an initiative.
<b>Shared measurement</b>	Sharing results on a common platform ensures efforts are aligned, accountable and meaningful.
<b>Mutually reinforcing activities that build synergy</b>	Stakeholders take on differentiated activities that build on and reinforce the work of each other.
<b>Continuous communication</b>	Ongoing dialogue and transparency builds common motivation, common vocabulary and co-learning.
<b>Backbone support organizations that foster the synergy</b>	Enables focus, synergy and collaboration between sectors.

Source: Adapted from Kania, J., & Kramer, M. (2011). Collective impact. Stanford Social Innovation Review, 9(1), 36-41.



# Make it Easy



Source: Republic of Everyone, Personal Communications.

# The Road Ahead

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1. **Begin at the end** – engage key members of the value chain to understand the issues
2. **Don't reinvent the wheel** – build on what we know
3. Implement a **collective impact framework** to address future needs
4. **Collaborate** to innovate
5. **Clear value proposition** and a **demonstrable ROI**
6. Invest in **development and extension** to bring industry along – change the culture and inspire for tomorrow
7. **Engage with the community** to drive interest and allay misconceptions
8. **Build capacity** through curriculum enhancement across all levels

# Thank you

An aerial photograph of a vast agricultural field. The foreground and middle ground are dominated by rows of lush green crops, likely a vegetable or fruit plantation, planted in neat, parallel lines. The field is bordered by a dark, tilled strip of soil. In the background, there are rolling hills, some bare trees, and a few white buildings, possibly farm structures. The sky is filled with heavy, grey clouds, suggesting an overcast day.

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