

# AGRICULTURE VICTORIA

## DIGITAL AGRICULTURE

*The Victorian Government is working to ensure that Victoria's farmers are at the forefront of agriculture's digital revolution.*

*We are supporting farmers by addressing key barriers to technology adoption on-farm and building digital capability in Victoria's agricultural sector.*

### OPPORTUNITIES

**Improve awareness and demonstrate the benefits of Internet of Things (IoT) and digital technologies** – The trial presents an opportunity to demonstrate the return on investment of individual technologies across sectors to promote greater uptake and competition.

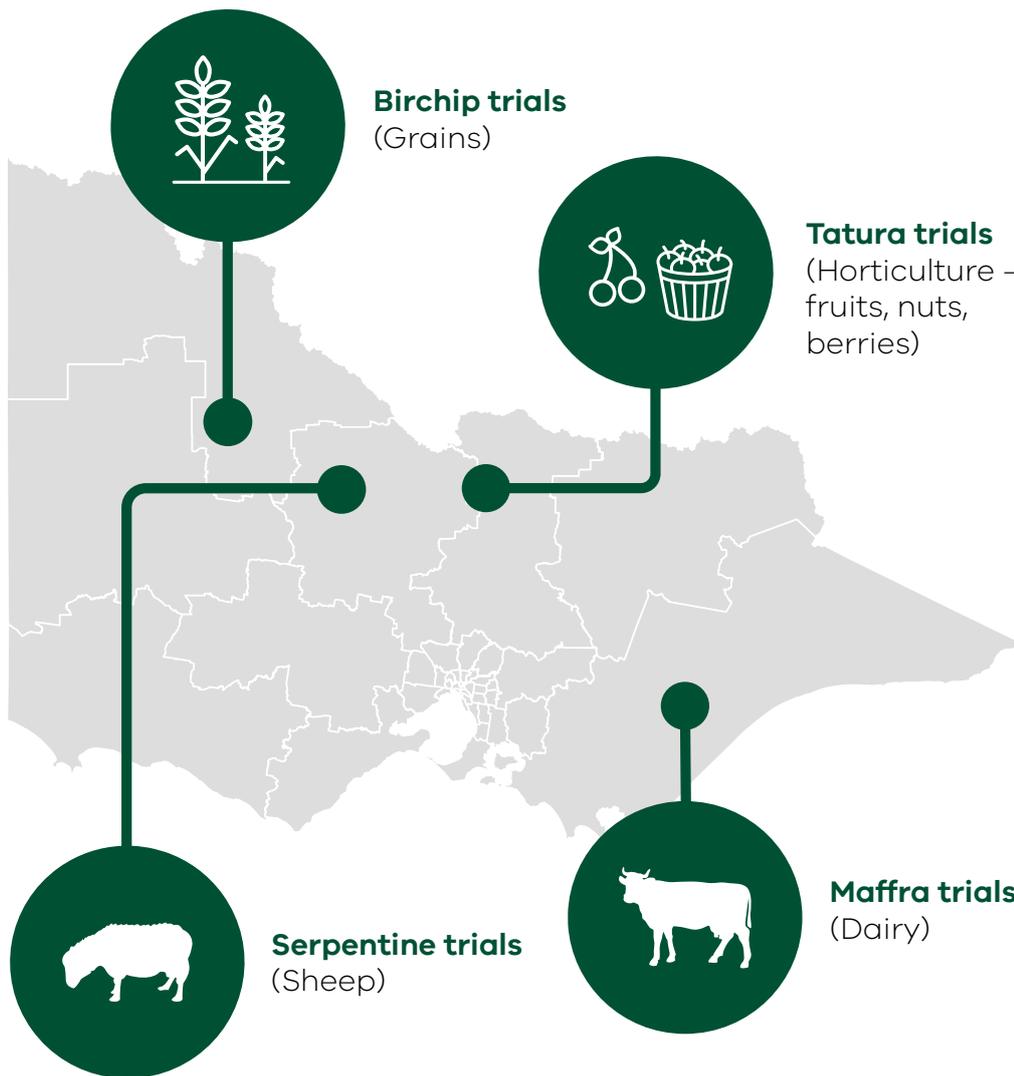
**Improve data standards to support innovation** – The benefits of data exchange between farmers and along the value chain has the potential to be the most transformational aspect of digital agriculture. The trials can be an opportunity to improve farmer trust and confidence around data sharing.

**Leverage key market trends to Victoria's advantage** – The cost of technology is declining, and more and more technologies are being brought to market, signalling an opportune time to promote and encourage adoption.

**Support regional development** – The trial is an opportunity to create stronger regional communities which are connected through the uptake and use of technology – a critical enabler for attracting and retaining regional populations as well as start-ups and other businesses.

### KEY DATES

- 30 July 2018**  
Search began for Regional IoT connectivity solutions
- 20 August 2018**  
Search for on-farm IoT applications and devices underway
- 11 October 2018**  
Digital Agriculture Strategy launched
- October – November 2018**  
IoT connectivity providers finalised
- Late 2018**  
Recruitment of trial farms commences
- September 2020**  
Final trial outcomes available



### ON-FARM INTERNET OF THINGS TRIAL

The centrepiece is a \$27 million commitment to support Victorian farmers to adopt digital technologies, including the \$12 million *On-farm Internet of Things (IoT) trial*.

The trial focuses on the major sectors of dairy, broad-acre cropping, sheep and horticulture in the regions surrounding Birchip, Serpentine, Tatura and Maffra. It has been designed to investigate on-farm issues from network level all the way through to end-user devices and machinery and to find out the impact that these technologies have on farm performance.

### EXPRESS YOUR INTEREST AND FIND OUT MORE

*If you manage a farm around these trial regions and would like to work with us on this exciting project, please visit*

[agriculture.vic.gov.au/digitalag](http://agriculture.vic.gov.au/digitalag)