AgTech – from boutique to mainstream

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Adoption rates are poor for some technology – need more ‘auto’

Dr Rick Llewellyn, CSIRO


- Auto-steer 75%
- Yield map 60%
- Yield monitor 30%
- Vary fertilizer rate
- VRT 10%
- Imagery 4%
Completely Cluttered Cab = data overload
Where do I scout?
100 paddocks x 10 farms = very busy
How much crop is in there now?
2 Key customer segments

Digital agronomist
Data for agronomists & software companies, research projects

Agri-intelligence
Big data from small data for broader industry issues
Free GLOBAL web app launched October 2017

Healthy crop

Un-healthy crop

Images—every 5 days

Cloud cover
Digital Agronomist use cases

“I saved 3 hours crop checking time in 1 paddock.” Matt B, Agronomist

“We saved 150t of gypsum in 1 paddock” Tom B, agronomist

“I made a $100,000+ decision with confidence” Agronomist

“This DataFarming is kinda addictive” Peter W, farmer
Agri-intelligence
Canola areas and hay production
Business model and background

• Formed July 2017 utilising 15+ years experience in Precision Ag consultancy business
• Easy to view, access, and create data of a farm anywhere in the world – all online
• Working with grains, pasture, livestock, horticulture
• Leveraging trusted ag advisor networks and existing software companies through API’s
• Free to sign up and use base product. Pay for only what you need ($0.10’s/ha)
• Consultancy for specialised projects
The Team’s success

• Australian Rural Consultant of the Year 2018
• Asia Pacific Spatial Excellence award for ‘Innovation and commercialisation’
• Recently closed Series ‘A’ capital raise with RuralCo, one of Australia’s largest ag retailers
• Integration with BackPaddock (50% of agronomists)
• Why have we been more successful than our competitors?
  • Low hype
  • Practical solutions built on experience
  • Low entry price
  • Collaborative approach
Business traction in less than 2 yrs

- 7.3M ha of paddock processed data
- 65,000 paddocks
- 12,300 farms