

Dear Sir or Madam,

I come from many generations of family farming background across QLD, NSW and VIC. The attention that the Honourable Minister for Agriculture Barnaby Joyce has paid to the advancement of Agricultural Innovation is refreshing and exciting. As someone who has dedicated time and investment to the improvement of efficient practice in the Agricultural industry, I appreciate the initiative of the Standing Committee on Agriculture and Industry and applaud the attention they pay to the future of Australia's most fundamental industry.

The White Paper, released on 4 July 2015, set out the Australian Government's roadmap of practical actions to grow our agriculture sector because "stronger farmers mean a stronger economy."

Two of the key takeaways of the white paper were "Farming Smarter" and "Accessing premium markets". These two points hang on a singular commonality: leveraging technology to make management efficiency gains, increase traceability and deliver world-leading transparency into farm production. The corollary to those developments is the ability to leverage the data collection to differentiate Australian product from that of competitor nations, therefore putting Australian agriculture at a premium for domestic and international buyers.

I would like to make the following points to submit to the Committee:

1. Australian Livestock Agriculture must leverage technology to increase **Traceability and Transparency** of Australian produced food.

a. I would like to recommend that the Australian Government enter into a Public-private partnership with "startup" technology companies to leverage their investment, insight and development of innovation for the industry:

i. An example of such an opportunity is AgriWebb:

- AgriWebb is an Australian company with a mission to improve the traceability and transparency of Australian livestock farming and trade. Founded in 2013, AgriWebb's core products are the "NoteBook" and "SaleYard".
- The NoteBook is a mobile, cloud-based, multi-user enabled, end-to-end farm management application developed for cattle, sheep, and wool producers. The NoteBook is the world's first livestock management application to proactively return data to users through warnings, predictive recommendations, automated farm analytics, and process improvement recommendations.
- AgriWebb's unique graph database and proprietary algorithms allow for regressions and correlations of data to be drawn, providing for sophisticated insights and analysis on farm performance, all of which are not possible with a traditional methods.

2. Australian Livestock Agriculture must leverage the superior traceability of its food production to **differentiate its premium quality** for global trade.

a. I would like to recommend that the Australian Government explore the opportunity within "big data" collection and analysis to better brand and differentiate Australian produce to global buyers.

i. An example of such transparency for efficient presentation and differentiation of Australian livestock is through a platform such as AgriWebb's saleyard:

- The SaleYard is an online trading platform for livestock, which integrates with the NoteBook to provide an end-to-end solution with supply chain transparency. Through this innovative linkage, AgriWebb can create an "ASX" for livestock, automatically linking buyers and sellers based on pre-set criteria, "bid" and "sell" orders and pre-set buying schedules. The SaleYard creates the world's first online futures market for livestock tied into real-time data collection, and cuts out the excessive costs and inefficiencies of live auction yards.

It is a striking departure from just a few years ago, when farmers had to travel to their far-flung fields, scribble such data in notebooks and input it into hard-to-use software that resided on a specific desktop computer. The AgriWebb app allows them to enter the information on mobile devices and to share it easily via the web. Certain bits of information, such as weight gains, inventory movements, task assignment and reproductive rates are gathered and saved automatically by the AgriWebb app, saving farmers time and miles. Clearly the tailwind of international investment and interest into Australian agribusiness is growing; with it the demand for information, traceability and trust concurrently rises. AgriWebb is the fastest growing business in a space that is lacking in real investment.

This submission should serve not as a single opportunity for collaboration with one private enterprise, instead this should sketch an example of how the minister and the Department of Agriculture can work closely with private technology innovators to leverage R&D into a space that will quickly bring benefit to the Australian agricultural landscape.

I appreciate the Committee's time and look forward to discussing any of the above further.

Kind regards,

Justin Webb

Co-Founder: Agriwebb.