

## Calling on Beef producers of Southern NSW...

**Do you want to understand more about what costs and benefits are involved in adopting AgTech on your farm?**

### **Purpose**

The Southern NSW Innovation Hub wants producers that want to help make the AgTech calculator tool something of real value for your industry! The Southern NSW Drought & Innovation hub is looking for producers across a range of ages and technology experience to actively participate in this project.

You will be required to take part in the development and support the trial of the AgTech ROI calculator. Your feedback during the project will be critical to capture and inform potential new features and most importantly, meet your end user (farmer) needs. Be part of the solution!

### **Background**

In 2021 MLA developed the AgTech calculator prototype, which was designed to help livestock producers become more aware of the extent to which their on-farm processes and decision making might be transformed through digital tools and applications for water, livestock, and pasture management. This prototype is now being further developed, in partnership with MLA, to be fit for purpose for SNSW Beef producers. It will aim to increase the clarity for farmers in assessing the true costs and benefits that could be achieved by using AgTech solutions and the digitalisation of their operations.

This project looks at the value of commercially available technology solutions and will be underpinned by end users (farmers) to validate assumptions around the ROI calculator and ensure the tool meets user needs. A key aim is to create an easy-to-use online portal for farmers to input their own information to assess the value of different technologies in their own context and capture the true operating costs of different farm operations.

### **Services requested**

- Participate in a 2-hour one-on-one phone interview which will involve pre-questions, testing scenarios and post-questions (mid-late November 2022).
- Participate in an in-person development and refinement workshop (likely to be held in Wagga Wagga) which will be held over the course of one full day (February 2023). Hub will arrange accommodation if required
- Participate in a 1.5-hour online session in late (March 2023) using the refined prototype.

The Hub values your commercial acumen and professional input for this initiative and will be paying producers who commit to all three components \$2,500 ex gst.

The Southern NSW Hub's Ag Innovation Hubs Program is joint initiative with DAFF and is a collaboration across the Hub, MLA, NSW DPI, LLS, CSU's Digital Farm, Producers, and farming system groups with development from KPMG.

**Please let us know if you would like to participate in this project by the November 11<sup>th</sup>, 2022.**

**For all enquiries/interest in project please contact Jess Dodd**

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