



*Agriculture
What lies ahead?*

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Water shortages will drive change in Agriculture



Take Home Messages

- Connectivity *IS* the next agricultural revolution
 - Hang on! We're in for an interesting ride!!
- IOT – WTF?
- What's changed & what hasn't?
- What are the pitfalls?
- What are the opportunities for your business?

Connectivity *IS* the next
agricultural revolution

A photograph of a man and a young boy on a roller coaster. The man, in the foreground, has his hands covering his eyes and a pained or distressed expression. The boy, next to him, has his arms raised high and a look of pure exhilaration. In the background, another person is visible, also with arms raised. The scene is set outdoors with a clear sky and some structures visible in the distance.

It's happening
whether you
like it or not!!

Which one are
you?

Agricultural Revolutions



Hunter-gather to subsistence farming



Mechanisation



Introduction of Pesticides



No Till



Soil amelioration (Claying / Delving)



GMO's



Satellite Guidance



Internet Connectivity

IOT – WTF?

Internet of Things -
What the F#%K???

Internet of Things

- Take it at it's most basic meaning
- “**Things** that are connected to the **Internet**”
- This is not new!!
- The **types of sensors** being connected is what we hope will be new & the platform being used
- It's a **concept** more than an literal description

IOT

Concept of connectivity



What has changed?

What hasn't?

Sometimes the end result is the same



What has changed & what hasn't?

- Generally we are still measuring things the same as we have for decades
- The way we consume the data has changed
 - Txt, email, internet, phones & tablets
 - ~~Videos, Cassettes, Floppy discs, Fax, Home phone~~
- The way we connect to the data has changed
 - Radio → CDMA → Next G
- The way the **devices** connect is the next big change
 - The intentions is for the cost per device to fall dramatically

Connectivity options

- LoRA WAN
 - (**L**ong **R**ange **W**ide **A**rea **N**etwork)
- Cat M1
 - (Category M1 – Similar to 4G – 700Mhz band)
- Low orbit satellite
 - Eg Fleet, Myriota
- Taggle
- Sigfox

What are the pitfalls?

Not all of the companies around today will exist in 1-5 years

VHS

vs

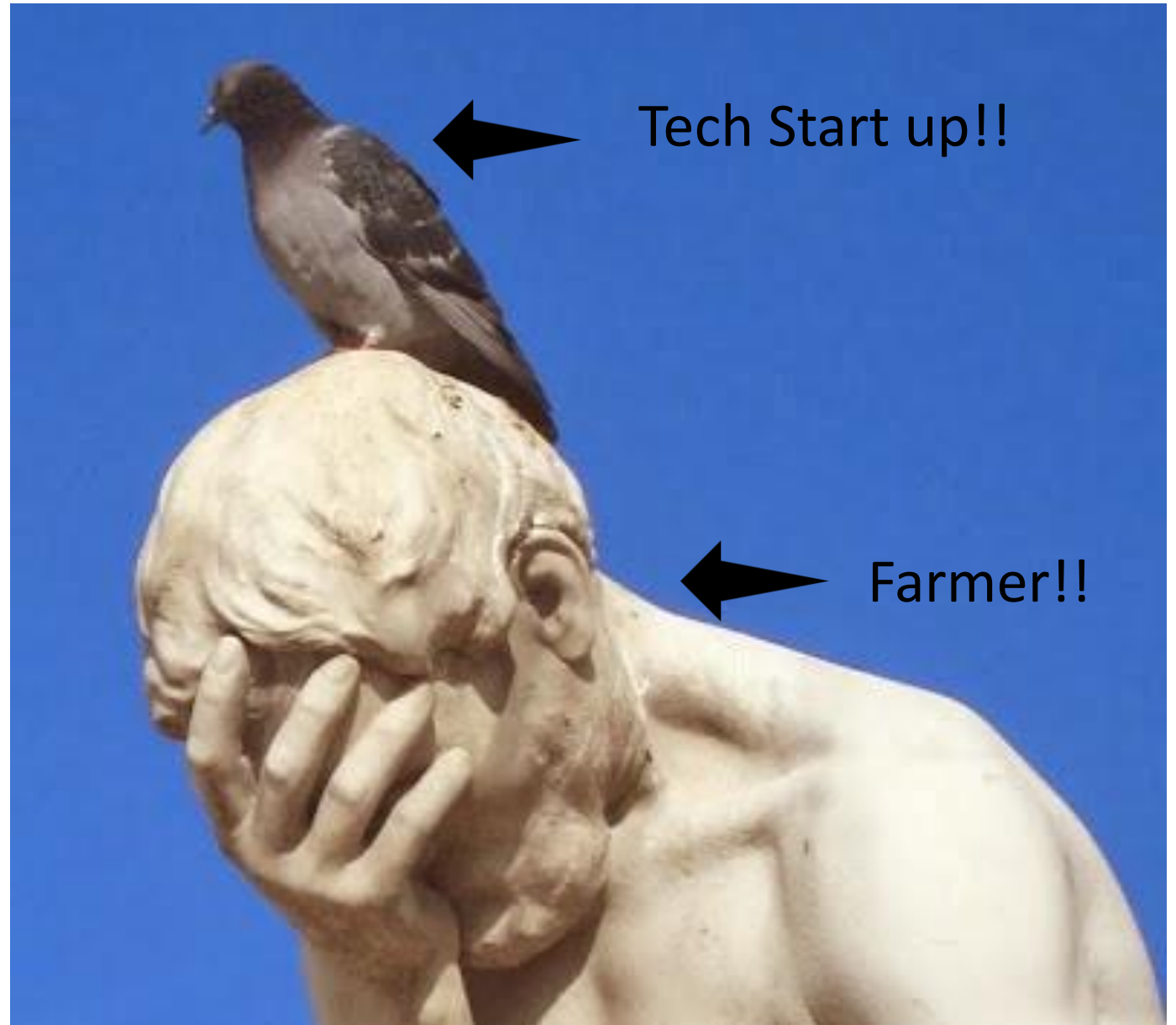
β



90% of tech
startup
companies
fail



What's the
downside?





Pitfalls

Unfortunately many of the new companies leave a trail of “Early Adopters” in their wake

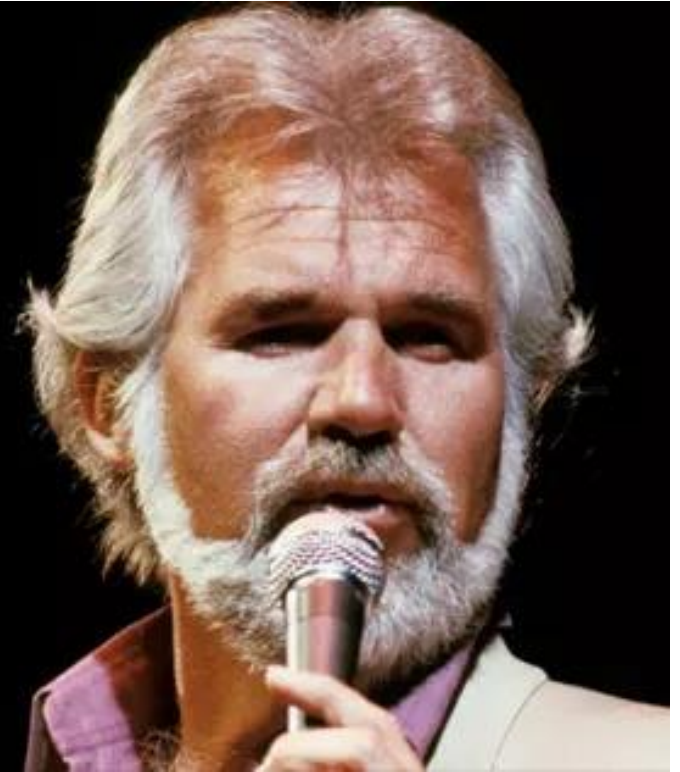
When they disappear so does support for the product

Take overs are your best chance

Knowing
when to
jump on
board is the
key!

*"You've got to know when to
hold 'em/ Know when to fold 'em"*

- Kenny Rogers, *The Gambler*



Picking a winner

Don't miss opportunities

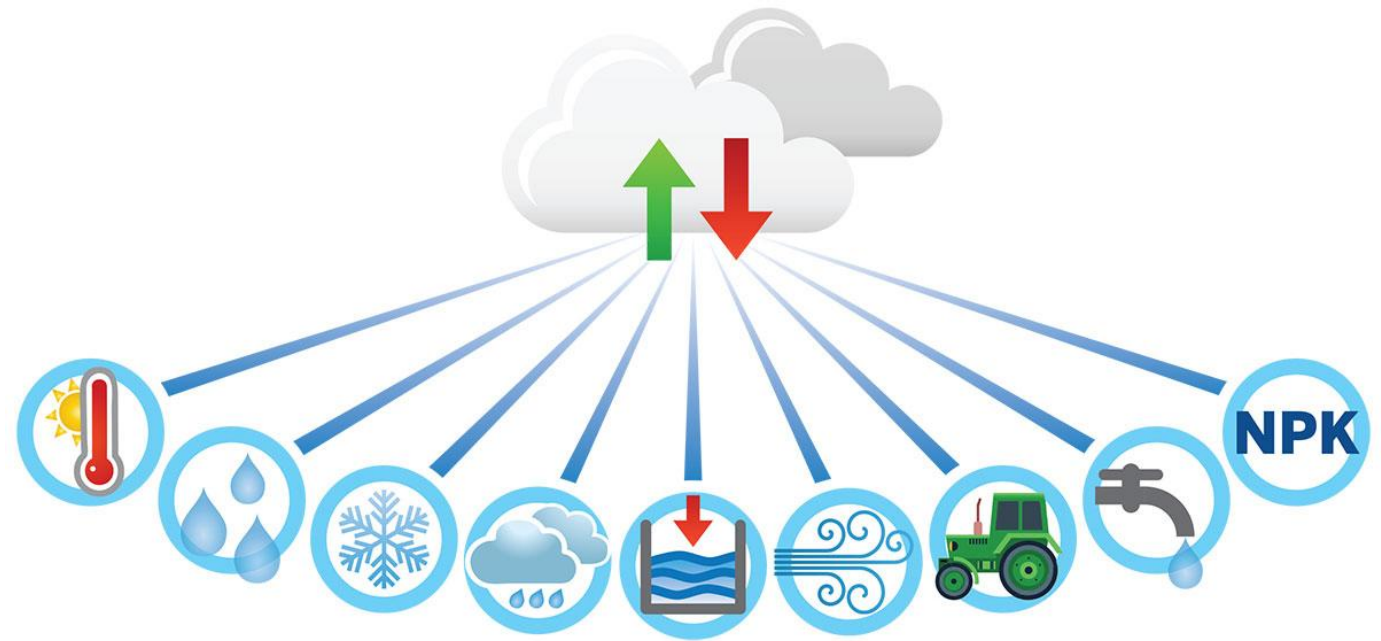
vs

Not getting burnt



What are the
opportunities?

Sky is not the limit
but the destiny.....



What are the
opportunities?

What ever we can
measure, we can
monitor.

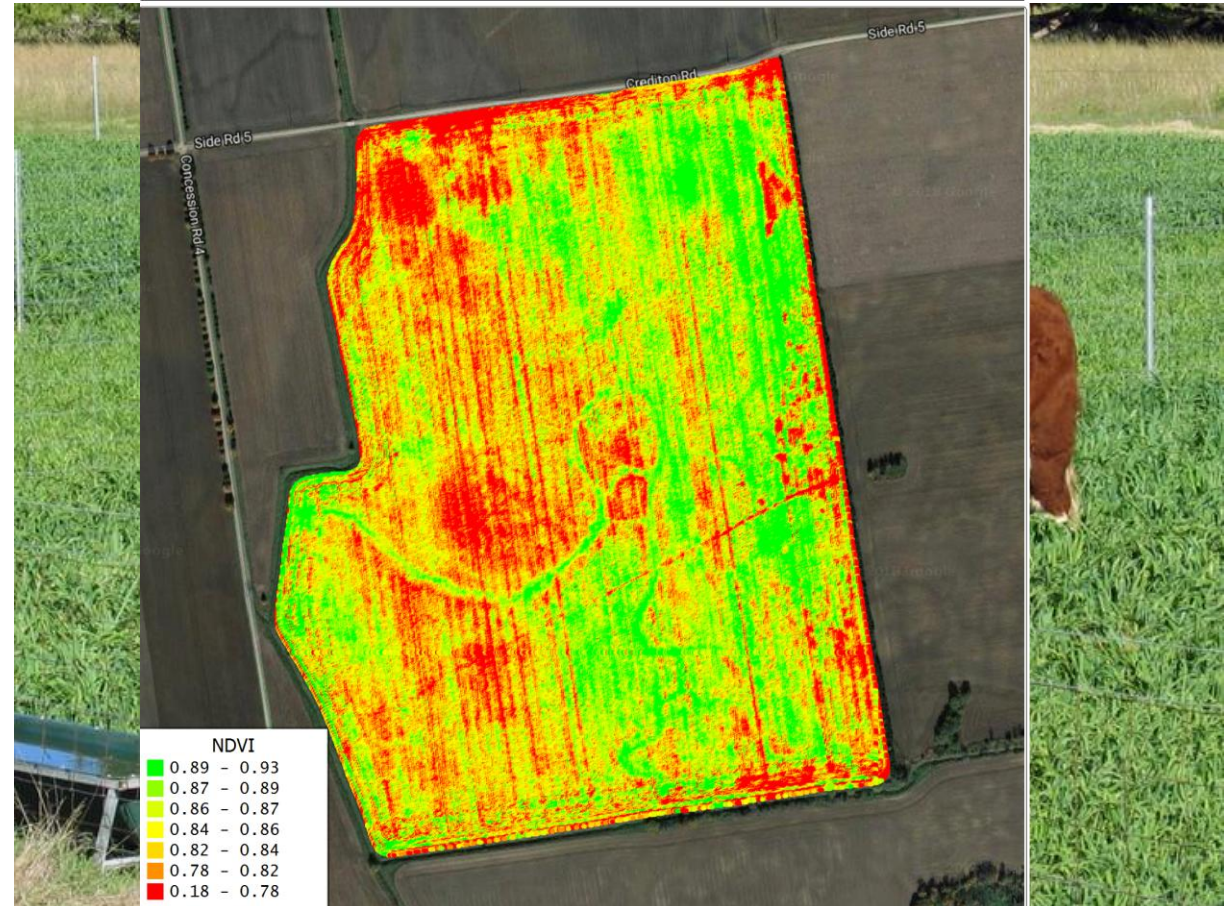
Connectivity is the next evolution



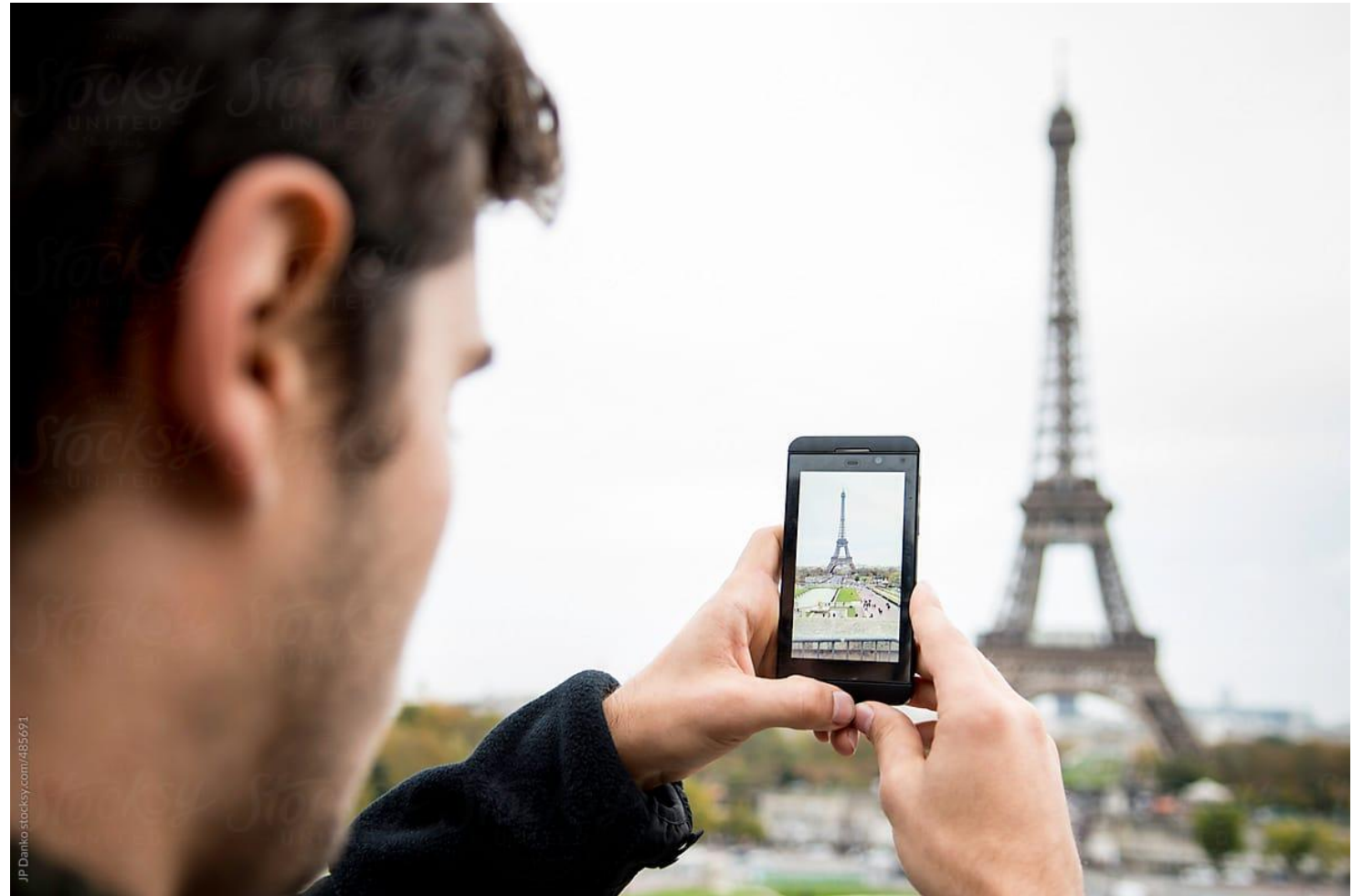


Lets pick the low fruit first!

Now
IMAGINE.....



All while you are on
holidays in Paris!!



Where does Alpha Group fit into the puzzle?



MFMG SOIL MOISTURE PROBE NETWORK

www.mackillopgroup.com.au

How will we do this?

We will achieve this by continuing to be a leading provider of innovative research, by collaborating to translate and extend knowledge across our farming community and beyond the farm gate.



For further information regarding MFMG activities please contact:

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Disclaimer: All information is offered by the MacKillop Farm Management Group solely to provide information. While all due care is taken, MFMG and its officers and directors take no responsibility for any persons relying on the information and disclaims all liability for any errors or omissions in presentations provided.

Submit an event

Name*:

Email*:

Event*:

Website:

Date:

Verification: 11 subtract 7 = Fill in the result

Latest News

2018 Root Health Workshop

Tuesday August 28, 10am – 3pm
Natural Resources Office Keith

[Read More](#)

Wolseley Oat Field Day

Wednesday August 1
Meet at the Wolseley Club Rooms 8.30am
Concludes 12noon

[Read More](#)

MacKillop Farm Management Group collaborating nationally in the Soil CRC

MFMG are proud to be involved in the biggest collaborative soil research effort in Australia's history

[Read More](#)

[Read All News](#)



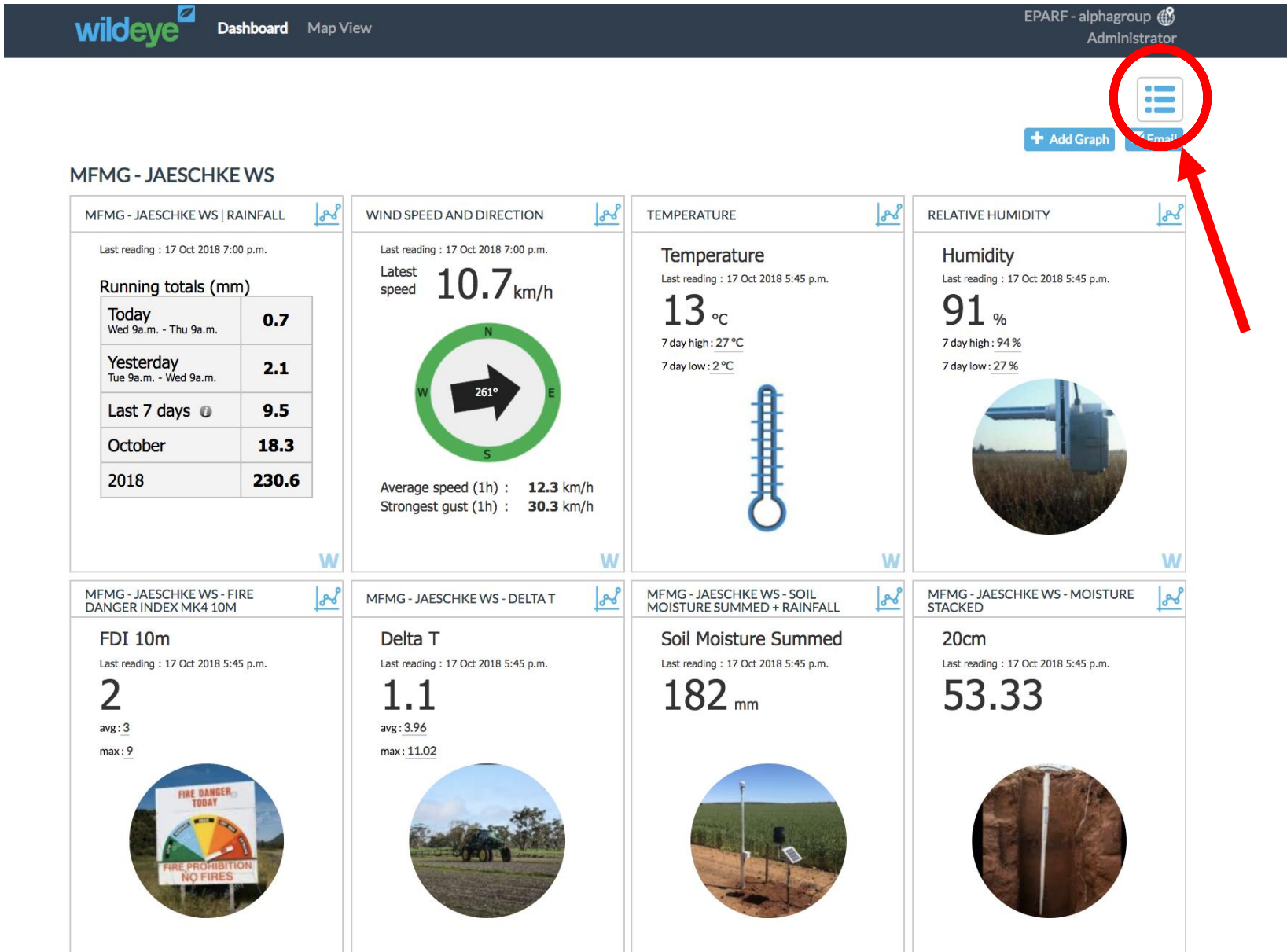
Members Area

Username:

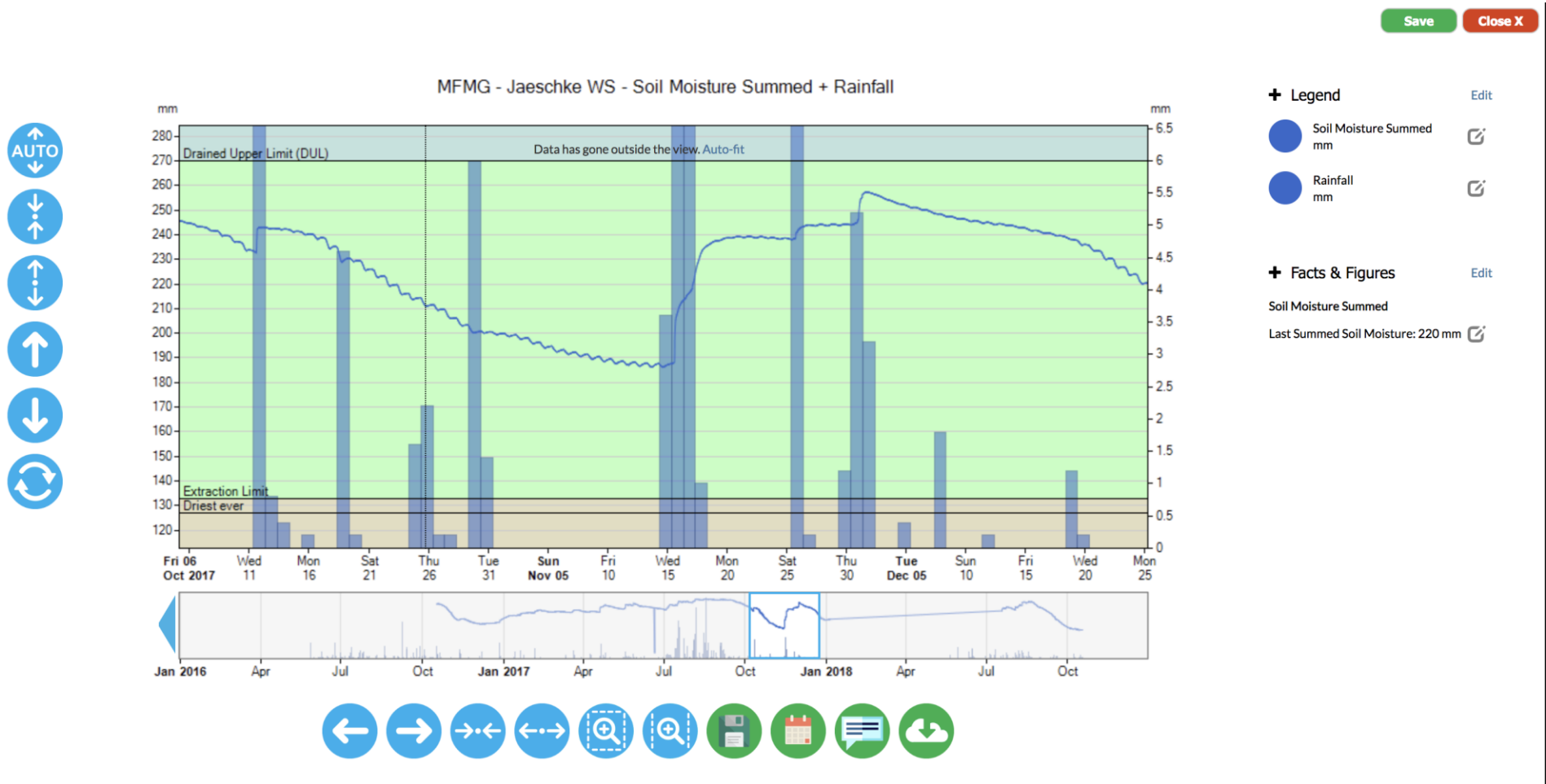
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Questions?

