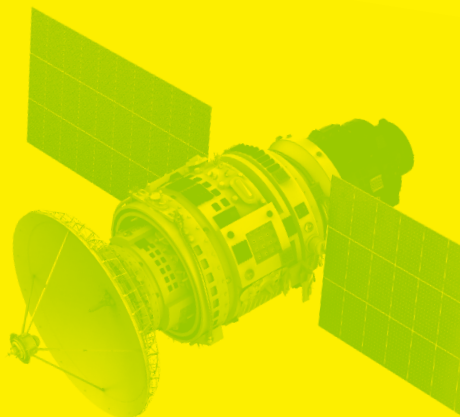




Government of **Western Australia**
Department of Training
and Workforce Development

MURESK
INSTITUTE
CULTIVATING MODERN AGRICULTURE



MURESK INSTITUTE'S

FARM SMART SHOWCASE

PRECISION TO DECISION

PROGRAM

Wednesday 19 June 2019
Gates open: 10am – 3pm

PROGRAM

Main Marquee Located in front of building 833	10.15am	WELCOME TO COUNTRY Trevor Davis
	10.30am	DIGITAL AGRICULTURE ADOPTION FROM A FARMERS PERSPECTIVE Sue Middleton
	10.45am	LATITUDE 28: CONNECTING CONSUMERS AND PRODUCERS James Williamson
	11.00am	UNLOCKING THE POTENTIAL OF THE AUSTRALIAN SHEEP INDUSTRY THROUGH TECHNOLOGY Dr Mark Ferguson
	11.30am	WHAT CHANGES ARE NEEDED IN RED MEAT PRODUCTION SYSTEMS Dr Tim Watts
	12.00pm	OFFICIAL WELCOME AND LAUNCH OF FARMSMART
	12.15pm	FOOD CONVERSATION AND DEMONSTRATION Don Hancey
Ag Pitch Marquee Located on main oval	1.00pm	BEYOND THE HYPE: AGTECH IN WA AND THE NEED TO CONNECT TECHIES TO FARMERS Peter Rossdeutschcher
	1.10 - 2.10pm	DIGITAL AGRICULTURE Professor Simon Cook LIVESTOCK PRICING Rob Kelly FARMING AHEAD/KONDININ GROUP Ben White & Josh Giumelli RURAL DATA Mike Kirke GALLAGHER Chris Pitts FARMANCO Blake O'Meagher STRATUS IMAGING (SPROUT X) Jonathon Smith
	2.20pm	TELSTRA SMART FARM IOT Darren Landwehr (Prize draw)
	2.30pm	HORSEMANSHIP DEMO Steve Burke & Clontarf Aboriginal College Students



FOOD CONVERSATION AND DEMONSTRATION

Don Hancey

WA Food Ambassador, chef, radio personality and presenter

Don Hancey, WA Food Ambassador, chef, radio personality and presenter and Alain Fabregues, Master of French Cuisine will lead a food conversation based on their holistic view on food production, truffles in the Avon Valley and the process from paddock to plate. Don will showcase 100% Western Australian produce during the conversation and visitors will learn about the WA agriculture industry.



BEYOND THE HYPE: AGTECH IN WA AND THE NEED TO CONNECT TECHIES TO FARMERS

Peter Rossdeutschcher

Co-founder of AgriStart

Peter's presentation will give an overview of the agtech scene in Western Australia and some of the latest innovations that could add value to farming. The disconnect between farmers and tech companies will also be addressed, as well as strategies to improve engagement. Learn about what is happening now in agtech and hear about what new technologies are on the horizon.



UNLOCKING THE POTENTIAL OF THE AUSTRALIAN SHEEP INDUSTRY THROUGH TECHNOLOGY

Dr Mark Ferguson

*Managing Director
at neXtgen Agri*

Mark is passionate about the role technology can play in enabling sheep producers to make timely and well-informed decisions. Mark is heavily involved in developing the next generation of animal sensor technology. Mark has spent his career in the sheep industry working throughout Australia and New Zealand. In 2017 he founded neXtgen Agri and now works with progressive stud and commercial producers, helping them breed the best sheep for their situation.



DIGITAL AGRICULTURE ADOPTION FROM A FARMER'S PERSPECTIVE

Sue Middleton

Director at Agripork

Sue and her husband Michael manage a diversified farm in the Wheatbelt of WA. They have also developed Moora Citrus, a 210ha citrus orchard near Dandaragan, WA. Sue has change management experience across agricultural businesses, commodity groups, and rural local communities. Sue will present on the barriers and enablers to more rapid adoption of Digital Agriculture from a farmers perspective and getting the basics right in your business to go digital.



LATITUDE 28: CONNECTING CONSUMERS AND PRODUCERS

James Williamson

*Managing Director at
Latitude 28*

The dynamic team at Latitude 28's focus is to decommoditise the trade of Australian Produce, whilst empowering Asian consumers with the choice of product authentication. Latitude 28's ground breaking application, Orijin Plus, uses leading edge technologies to 100% guarantee authenticity, and enhance the consumer experience. James will outline how Latitude 28 is leveraging their suite of technological initiatives to build awareness of Australian produce in the competitive international markets, by better connecting consumers and producers.



WHAT CHANGES ARE NEEDED IN RED MEAT PRODUCTION SYSTEMS

Dr Tim Watts

*Chair at Western Australian
Livestock Research Council
(WALRC)*

Veterinarian and Pingelly sheep producer Tim Watts advocates for the adoption of strategies that will deliver improved profit margins within the sheep enterprise. WALRC chair and Pingelly sheep producer Dr Tim Watts is charged with collating 'what's important' to WA red meat producers and ensuring these issues are reflected in the research and extension activities that our levies fund. To help determine this, Tim will ask producers in attendance what they want to change in their production systems.

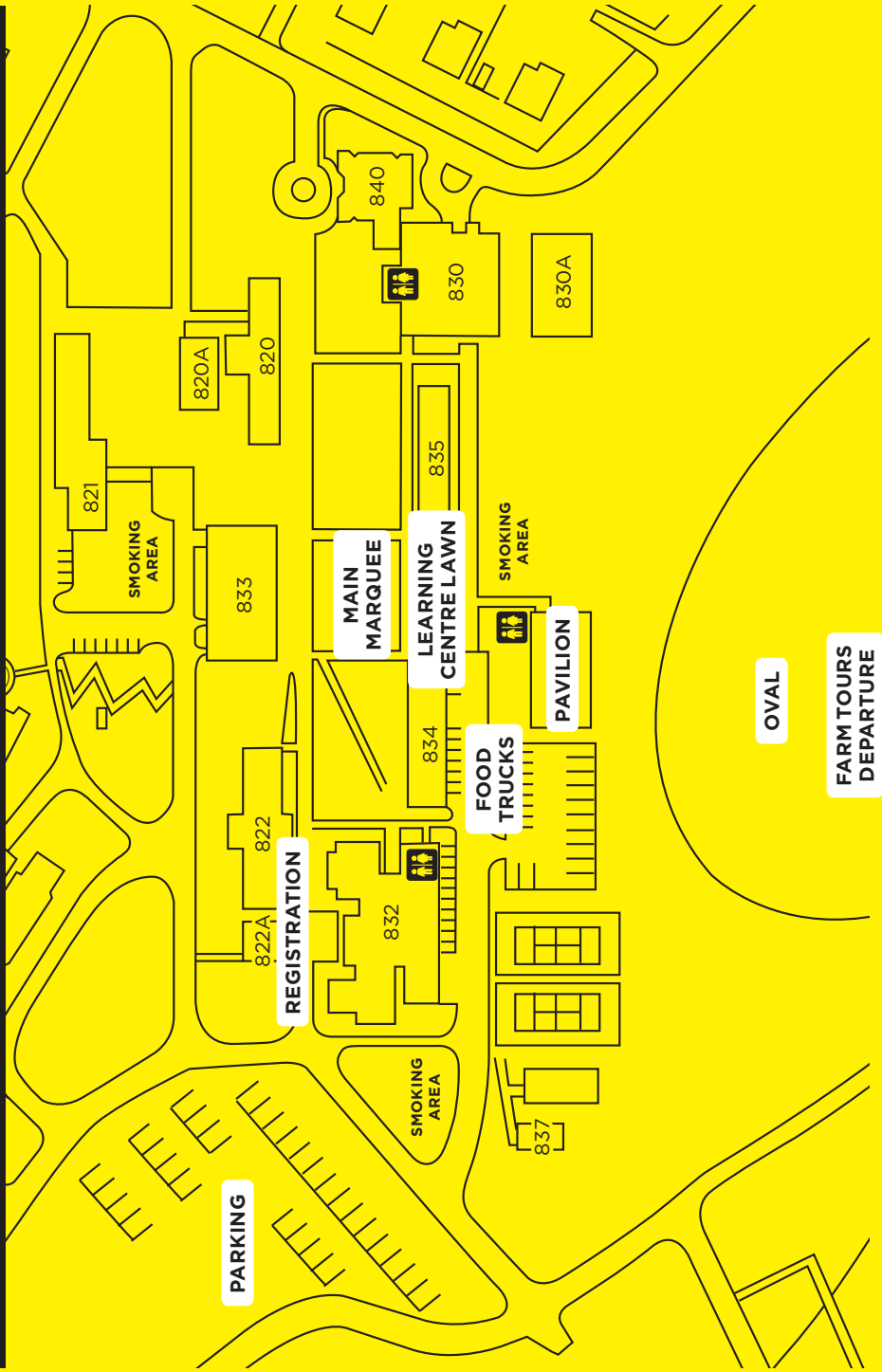
DISPLAYS AND DEMONSTRATIONS

Marquee Adjacent to building 833	<ul style="list-style-type: none"> • Curtin University- Careers Centre • Centre for Crop and Disease Management • Centre for Digital Agriculture
Pavilion Building 839	<ul style="list-style-type: none"> • Directions • Rural Regional Remote Women's Network of WA • Blow Your Own Mind • Essential Personnel • WA Farmers Federation • Precision agriculture simulator • South Regional TAFE • Food Fibre Timber Industry Training Council • Apprenticeship Support Australia • CSBP
Learning Centre Lawn Located between buildings 834 and 835	<ul style="list-style-type: none"> • Department of Primary Industries and Regional Development • Safe Farms WA • Northam Jobs and Skills Centre • Central Regional TAFE
Oval	<ul style="list-style-type: none"> • AgriStart • TELSTRA-mobile FarmSmart IoT Technology Lab • Greening Australia and As One Nyitting • Stratus Imaging • Murdoch University-Animal Science School of Veterinary and Life Sciences • Murdoch University- School of Engineering and Information Technology- Desalination trials • Wheatbelt Development Commission • Muresk Institute's Careers Van • Ausplow • Vintage tractor and memorabilia display by the Machinery Preservation Club of WA • FARMANCO • Farming Ahead/Kondinin Group • Gallagher • Horse Power Training Horsemanship Demonstration
Farm Tours	Scheduled 30 minute guided bus tours will operate over the course of the day. To secure your seat collect a ticket from the reception desk. Bus departs from main oval 10:15am, 11:15am, 12:15pm and 1:00pm

Eats and drinks: Kreatif Kitchen will be serving delicious food using fresh locally sourced produce and Kofferoos will be serving barista made coffee. Food vans located between building 834 and the Pavilion.

In the unlikely event of an emergency move to the oval and do not re-enter buildings until advised it is safe to do so by Muresk Institute Management.

EVENT MAP



UPCOMING SHORT COURSES AT MURESK INSTITUTE	
24 June	FEEDLOT LIVESTOCK CHEMICAL USERS COURSE
26-28 June	PASTURE TO POCKET WORKSHOP
27-28 June	UPSTART PROGRAM
2-3 July	LICENSE TO OPERATE A FORKLIFT TRUCK
21 July	ESTABLISHING A DRONE BUSINESS
3-4 September	FIRST AID
9 September	OPERATE AND MAINTAIN CHAINSAWS
21 September	INTRODUCTION TO BEEKEEPING

The above information is correct at the time of publishing however may be subject to change.

Visit the Muresk Institute website for more information and to express your interest.

W: **dtwd.wa.gov.au/mureskinstitute**

T: **1300 994 031**

