

Agribusiness Council of Australia

THE INTERNET OF AGRIBUSINESS GLOBAL



Introduction



- Thanks to MINTRAC for the invitation
- The Agribusiness Council of Australia (ACA)
 - Came into being in 2010 because of an agribusiness education issue
 - The Indonesian Beef Cattle Slaughter Crisis in 2011 had a major effect on its strategy - going online

Today, the ACA is the world's first 100% online industry advancement (lobby) group

Please turn on your devices and use them

Turn Up, Turn On, Collaborate

- **Join Agribusiness Global:** www.iagribusiness.com
- **Do survey:**
www.iagribusiness.com/surveys/default.asp?id=PoliticiansSurvey
- **View Results 'live' here:**
www.iagribusiness.com/surveys/results.asp?qs=ef017a3c88c429
- **Submit a new Policy:**
- <https://iagribusiness.site-ym.com/page/PresentAgPolicy>
- **You can edit Agribusiness's Vision:**
- <http://www.iagribusiness.com/?page=MyVision>

Where are we now?

- Where are we now?
 - Until 2016, there was no private-sector peak industry organisation for agribusiness globally
 - ...despite being the industry that actually feeds the world 24/7, with declining resources & rising populations (9billion by 2050).
 - Currently, the agribusiness industry is highly fragmented and unfocused within & across borders
 - 4,000+ groups in Australian agriculture alone
 - More groups in Australian agribusiness (x3)
 - Similar situation globally (x50)
 - Only multi-nationals can afford to lobby at global scale
 - Agribusiness is the biggest spender lobbying government(s)

Why Are We Here?

- **MINTRAC**

- National Meat Industry Training Advisory Council Limited
- The meat industry provides an essential protein ingredient to a healthy diet (20% protein for healthy diet)

- **AGRIBUSINESS**

- The world's largest industry
- The meat industry is interdependent of agribusiness; being neither dependent upon it, nor independent from it

- **'WE' ARE ALWAYS IN THE MINORITY**

- Whether we work dependently, independently, or interdependently, we will always be in the minority
- We must '*punch above our weight division*' in whatever we do

Where do we want to go?

Our collective vision as an industry?

*Nourish everyone, everywhere,
everyday; whilst perpetually sustaining
sound economies, societal well-being,
and healthy supporting environments
everywhere.*

Edit at www.iagribusiness.com/?page=MyVision

Relentless Innovation

- 10 years ago
 - Cheque books
- Today
 - Plastic fantastic
- 10 years hence
 - Cypto-currency

Impact Innovations

- IoT (Internet of Things) = IoFood =Physical enabler
 - =Japans' Softbank 1trillion chips
 - Big Data=Big analyses
 - GPS-Tracked Food Provenance=Holy Grail for AG
 - Blockchain=Security
 - FinTech & Cryptocurrencies (e.g. Bitcoin)
 - Direct democracy  Representative Democracy 
 - Web Bots=Online enabler
 - Artificial Intelligence (AI)=Brings it all together
- Combine to enable**
- IoAG (Internet of Agribusiness)=Internet of Your Agribusiness

The Big Question

- How does Australia get a larger, perpetually profitable share of the world's largest industry?



Try these innovators

- Aglive (GPS-tracked food provenance)

- www.aglive.com.au



- CoviU (CSIRO Improved Skype, in-call billing)

- www.coviu.com

- Call Agribusiness Global <https://www.coviu.com/me/@agribusiness>



- Agribusiness Global (All politicians)



What's At Stake?

- Agribusiness is the world's largest spender on lobbying governments around the world.
- Most of that spend is non-Australian agribusiness multi-nationals



Call to Action: Announcements

- **Call on the Australia government**
 - To develop an Agribusiness Policy
 - To develop an Artificial Intelligence (AI) Policy, one which is focussed on gaining prime-mover advantage in global food market intelligence systems
 - To try to adopt genuine non-partisan approaches to 'national interest' investment in major trade-related Infrastructure builds
- **The Agribusiness Council will**
 - Build industry-led Agribusiness Global Networks collaboratively online. Today we launch the Agribusiness Global Alliance to improve the influence of Australia globally
 - Pursue new methods to 'disrupt' industry representation
 - Promote Australian Food Provenance Systems



The What

- ...some more key points

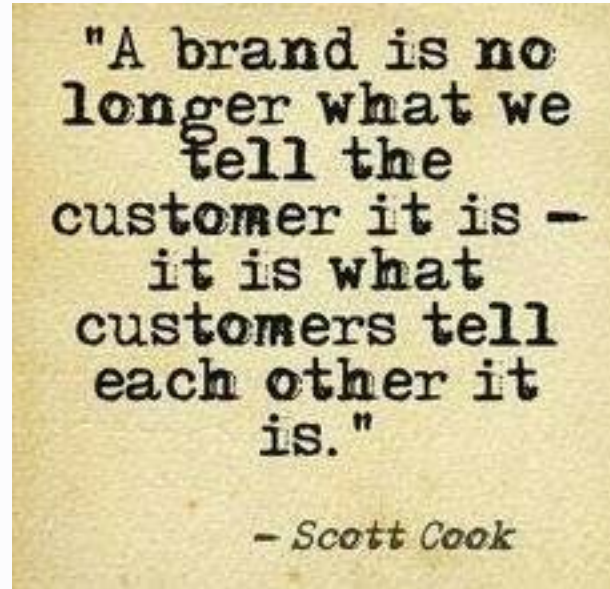
It's Global...

- The internet is global, agribusiness is global.
- It follows then, that we should...?

It's your Brand Online...

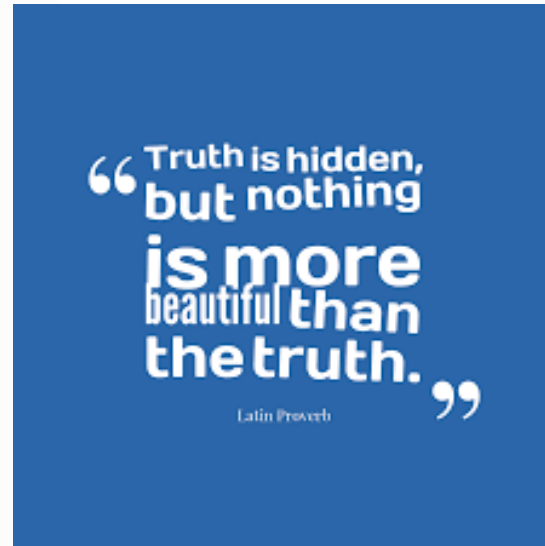
- If we're not online, nobody will find us...
 - In a global online world, search engines rule: whether search engines, standards sites, or the dark web.
 - How will they find you?
 - How will they find your brand?
 - ...and if you don't have a brand, get one quick.
 - How will they check out your reputation?
 - ...and if you don't have a reputation, build one quick.
 - ...and if you do, protect it with all you've got

It's Reputations...



- Perceptions run fast on social media
- Bad news run faster than good news
- We are in the post-truth world
- Truth is slow, but it get's there...eventually

It's Truth...



- If we are not at our constant ethical best
 - People will seek us out, but not buy into our story
 - People will keep buying, but only if our reputation continues

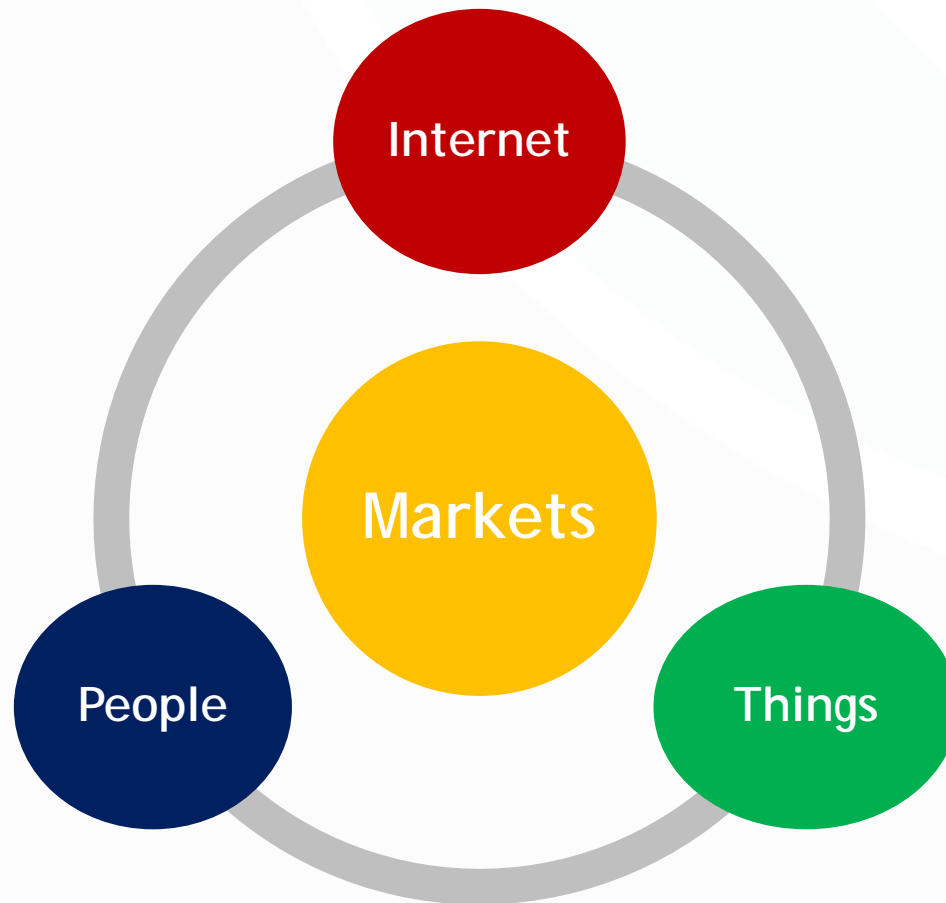
It's Growing...



- Why agribusiness matters & why Agribusiness Global matters
- <http://www.iagribusiness.com/?page=WhyAgribusiness>

The What: Summary

- Agribusiness **Global**, all about networks at any scale



The Why

- Repeat: if your not online, then nobody will find you, or your company, or your products, or your services...

The Why

- All the non-physical things we need to do can be done online
 - Communicate, cooperate, collaborate
 - Plan, strategize
 - Lobby, make submissions,
 - Form clubs, groups, clusters, chains
 - Survey, canvass, quiz, examin
 - Raise funds, finance, bank, trade, buy
 - Run events, conferences, exhibitions
 - Create content secretly, publicly, unlimited authors
 - Monitor, police, regulate, track, trace, evaluate
 - Evidence, assess, secure, store
 - With AI; predict, service, manage, comply
 - ... and all manner of combinations of them

The Why

- When dealing with food, we are in fact dealing with 'markets'
- It has been the case since the beginnings of time
- Therefore, the "price signal" must be crystal clear right through the food system
 - Over time, humans distort the price signal
 - Global trade (e-commerce) is becoming the great leveller
 - New technologies will accelerate that levelling (and not just the rise of crypto-currencies)

The Why

- The private sector must take the lead in Agribusiness
 - It has been so since the beginnings of time
- The UN, or anyone, has never been able to get the public sector 'feed the world'

The Why: Summary

- The best way for Australia to get a larger, perpetually profitable share of the world's largest industry is to be the fastest at learning how to collaborate online better than our competitors; particularly in the areas of:
 - Having the best market intelligence
 - 'Proving' food provenance from paddock to plate
- Australia's reputation is a steak!
 - We are poor doing the former
 - We have a reputation to protect in the latter

The How

- YOU

Collaboration ↑ Cooperation ↑

Actively seek it out

- US

Collaboration ↑ Cooperation ↑

Agribusiness Global Alliance (to enhance that by)

Networking

Policy & Planning

Lobbying

Leveraging

The How

- **With Collaborators**
 - Send your networkers and collaborators
 - Send your agribusiness activists
 - Send your process innovators
 - Send your artificial intelligence whiz kids
 - Send your 'hackers' (process innovators)

Agribusiness Global Alliance (will enhance that by)

Lowest cost methods

Confidential submissions

Direct democracy governance

Speed of delivery

The How

- Join www.iagribusiness.com
- If you cannot join, then adopt 'our' values of:
 - Getting online skills anyway you can - quick
 - Build collaboration skills anyway you can
 - Constantly build brand reputations for safe food
 - Always speak positively in public about our industry
 - Uphold the highest ethical standards at all times
 - Provide transparency in your dealings, but protect the privacy of individuals
 - Pursue evidence-based policy development (the best counter to being 'in the minority').

Recap: It's Global...

- The internet is global, agribusiness is global.
 - It follows then, that we should think globally
- Our most popular tweet

You can't globalise domestic thinking,
but you can domesticate global thinking

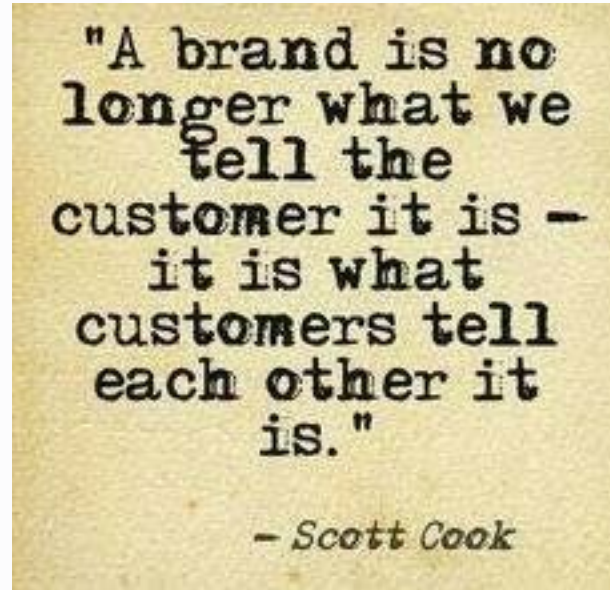


<https://twitter.com/iAgribusiness/status/844036643795451904>

Recap: It's Brands

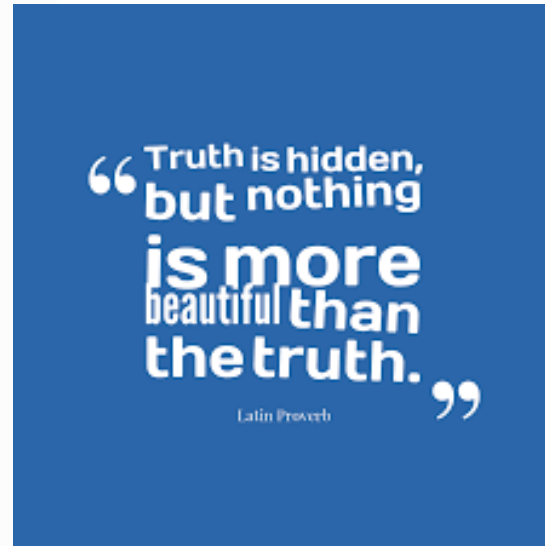
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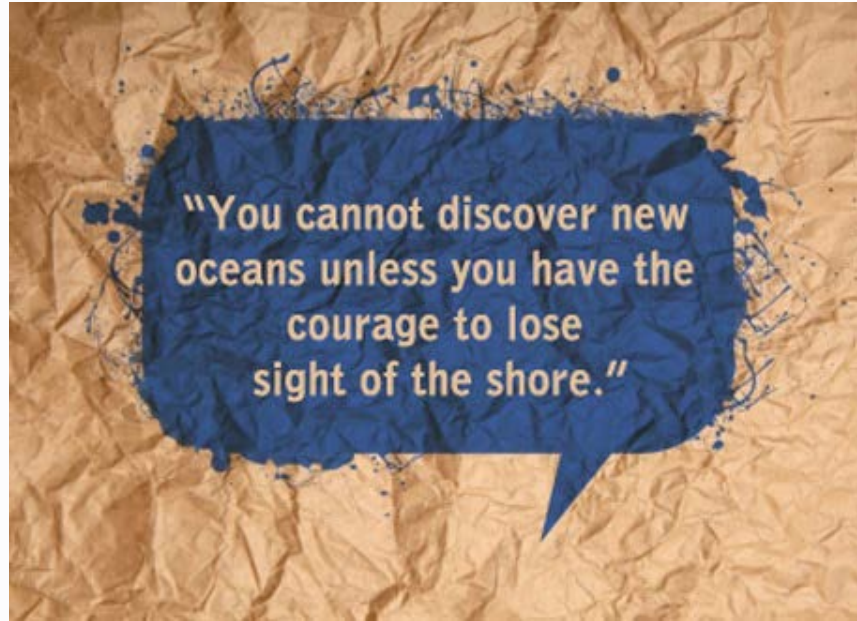
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Recap: It's Growing...



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Recap: It's Innovation



- IoT is now, AI is the bigger future...
- IoT + AI = IoAG
- IoAG will be how our world feeds itself best

Recap: It's Ours...



- How Australia can put itself in the IOAG driver's seat?
- We are "Agribusiness Global"

AG's Purpose



- *To provide the Global platform, and become the largest, most influential and reputable industry network and advancement organisation for agribusiness: the world's largest industry*

The AG Solution

- AG can promote you at scale
- All politicians on the Agribusiness Global system
 - Already case for Australia, Canada, New Zealand, South Africa, United Kingdom
 - Why is this a solution?
 - Process building using scrapers, AI, bots and crowd-sourcing to find & update all key decision makers
 - There are approx. 1million elected officials in the USA
- Agribusiness Global is Growing
 - All other AG groups are not

Your Solution

- Whatever you post online, can and will be seen anywhere, anytime, by anybody
- In whatever you do, think about how it is best received globally

Can you do what you do globally,
and be rewarded for it?

Thank You!

Contact Us

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We Grow You

