

# Agribusiness

## Innovation Hotspot Profile



## Aglive

### Cloud based farming systems for better supply chain performance

Aglive is a Geelong company that is developing technology for cloud based farming systems and associated supply chains. Aglive technologies are set to revolutionise how we track and trace our food and fibre inputs and products. The company has had an impressive first three years.

Talking to the co-founders of Aglive, Paul Ryan and Stewart McConachy, you can't help but get a sense that this is a company poised to go places and this is not just rhetoric. Aglive have recently won two major awards for its IntegriData system. At the recent Australian National Field Days in Orange Aglive received the NAB Agribusiness Award for Excellence, which recognises advances in technology, design and manufacture of agricultural equipment. This prestigious award came on the back of the company taking out the Telstra Technology and Innovation Award at the renowned Elmore Field Days in Victoria.



Stewart describes the IntegriData system as *“a world first traceability platform that tracks inputs such as chemicals and farm merchandise e.g. you could scan the barcode of a vaccine, calibrate the dose rate, read the livestock tag and the process is electronically attached to that animal right along the supply chain.”*

The Aglive story began in just 2011 when the company attended the Australian Sheep and Wool Show in Bendigo where they identified an opportunity to use their existing GPS logistics tracking platform in the agriculture sector. This led to

the development of a provisional patent for their GPS technology to track and trace livestock in December 2011. The more they looked at the agribusiness sector, the more they realised that the real opportunity was much larger, with potential along the whole food supply chain.

Aglive is now developing a range of **integrated technology solutions** that enable whole of supply chain tracking and traceability. They combine GPS tracking technologies with cloud based information to provide live tracking of production assets, electronic data capture and incorporating quality assurance management tools. This allows improved management decision making across supply chains meeting the needs of consumers to be better informed of the origin and safety of food and providing significant efficiencies across the whole supply chain.

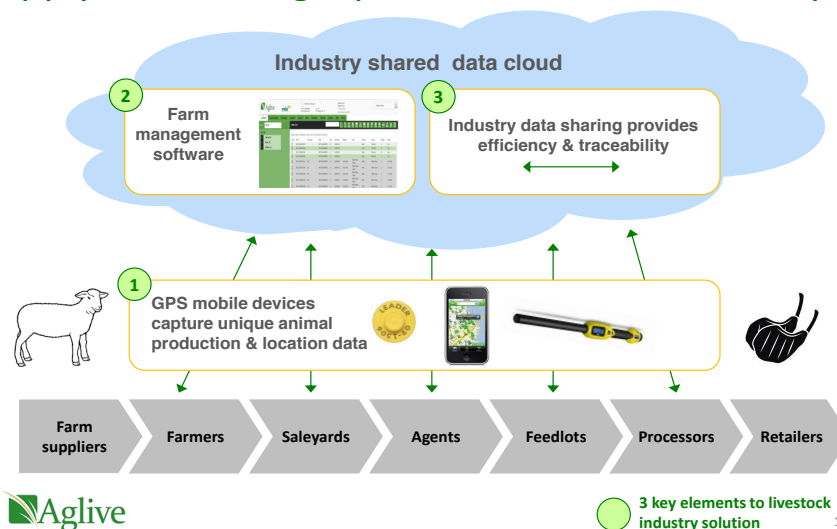
Some examples of how this is being done include:

- SpraySafe – a system for chemical traceability and on-line mapping system.
- An Electronic Vendors Declaration (eNVD) – following successful trials in partnership with Meat & Livestock Australia (MLA) for livestock producers to replace the current paper based system.
- An Electronic Commodity Vendors Declaration (eCVD) - for the transportation of all fodder, grain, fruit, vegetables and general produce.
- Fruit, vegetable and farm fingerprinting – working with Deakin University Aglive are developing a system to use a microfluidic device for DNA & farm element test sampling that will mean improved biosecurity in local and export markets.

Paul and Stewart are passionate about bringing technology to the farming sector. They quote a Deloitte study that revealed agriculture has one of the lowest uptakes of information technology (due to inadequate IT systems and support) of all industrial sectors in Australia. However, at the same time 70% of farmers have GPS enabled smart phones – demonstrating significant scope for location based information technology take up. They see technology as the *“infrastructure of the future”*, which will deliver high value products for export and domestic markets that meet increasing consumer demands to know where their food comes from, that it is safe, and to demonstrate compliance with biosecurity and other regulatory requirements.



## Supply-Chain Integrity : from lamb to lamb chop



Aglive will also reduce costs through efficient electronic systems. For instance, Aglive technologies offer the ability to track livestock, grain, hay, fruit and vegetables right through the supply chain so that the product on a consumers plate can be traced back to the farm of origin.

The experience of Aglive over just 3 years demonstrates how nimble and responsive startup companies can deliver significant economic value to a region. Aglive also demonstrates that startups need to focus on meeting clear market needs and provide global market solutions. Aglive have effectively protected their intellectual property and worked with a range of partners to develop world class products. They have raised equity and are looking to further capital raising in the near future. All of this delivers high value jobs and investment for the local economy.

While Aglive don't look to governments to underwrite their business, they feel that current government programs, particularly at the state level, are too restrictive, and they have not received support to introduce new information technologies to farmers. For instance, structural adjustment programs designed to generate jobs are too focused on capital investment in traditional manufacturing (including importing manufacturing plant) and don't recognise the potential for local technology based companies to deliver jobs. Paul's and

Stewart's view is that: "Farmers are the engine room for global food chains. If the state wants to become the premium food bowl for Asia it needs to invest in new technologies for farmers."

Looking to the future Aglive seems destined to provide a significant source of innovation and competitiveness for the food and fibre supply chain, from farmers to final consumers. The next steps are to further develop their existing technologies and incorporate on farm telematics. This will mean creating significant jobs in the Geelong region. In the longer term there is great potential for export and adapting the technologies to other industries.

Aglive website:

<http://aglive.com.au>

This innovation hotspot is an initiative of the G21 Agribusiness Forum - to illustrate the success of innovative agribusinesses active across the region.

See: [www.g21agforum.com.au](http://www.g21agforum.com.au)