

Data Enabled Businesses in Agriculture



Improving your
business
understanding with
Geography

Presented by:

Doug van Gelder,
Manager Qld & NT

Geography is not a place it's a
Context



Spatial Platforms

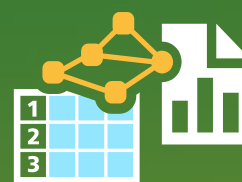
Knowledge Workers

Executive Access

Public
Engagement

Work
Anywhere

Enterprise
Integration



Spatial
Platform

Professional
GIS

360° Supply Chain



Farmers and
Graziers



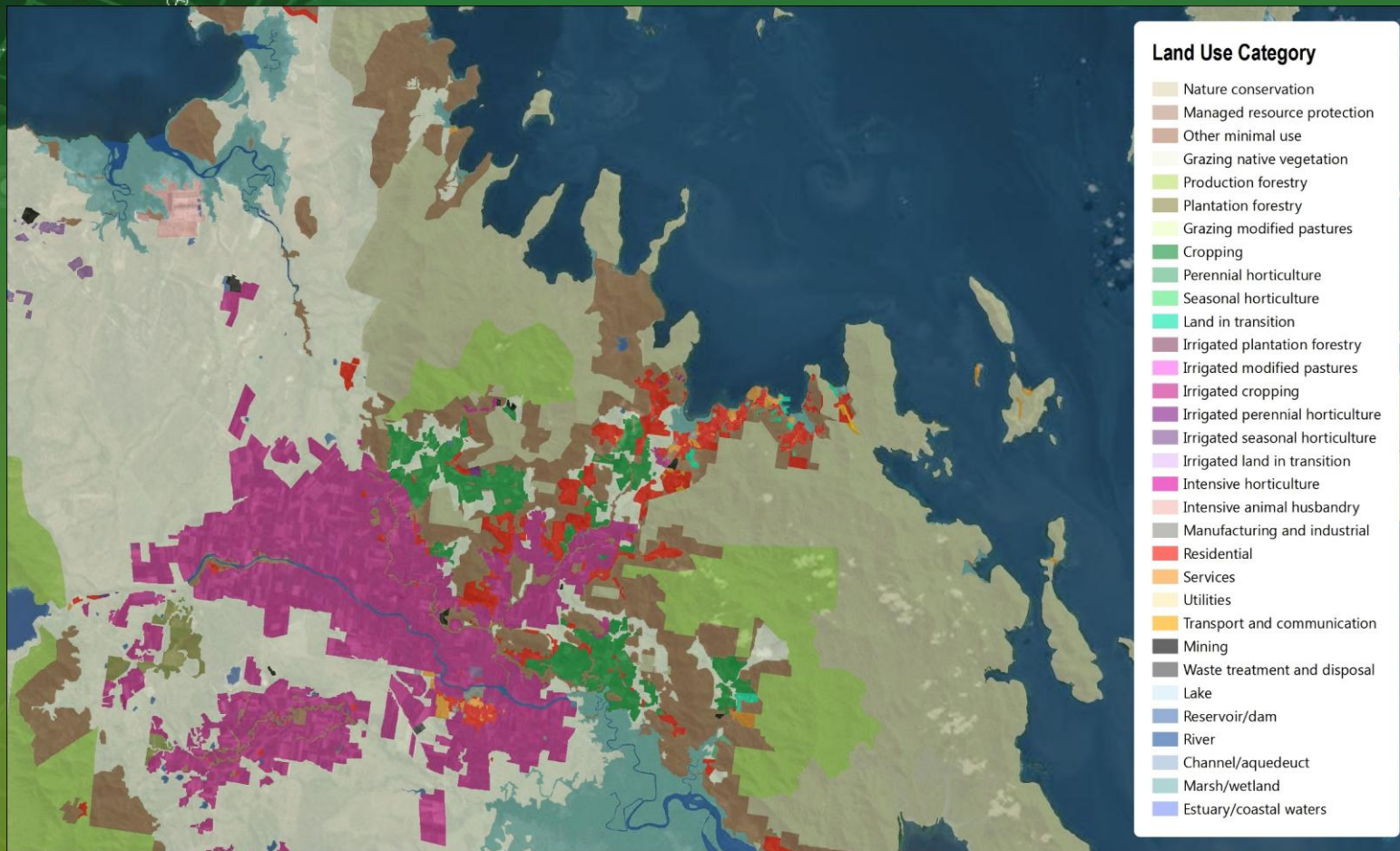
Transport &
Logistics



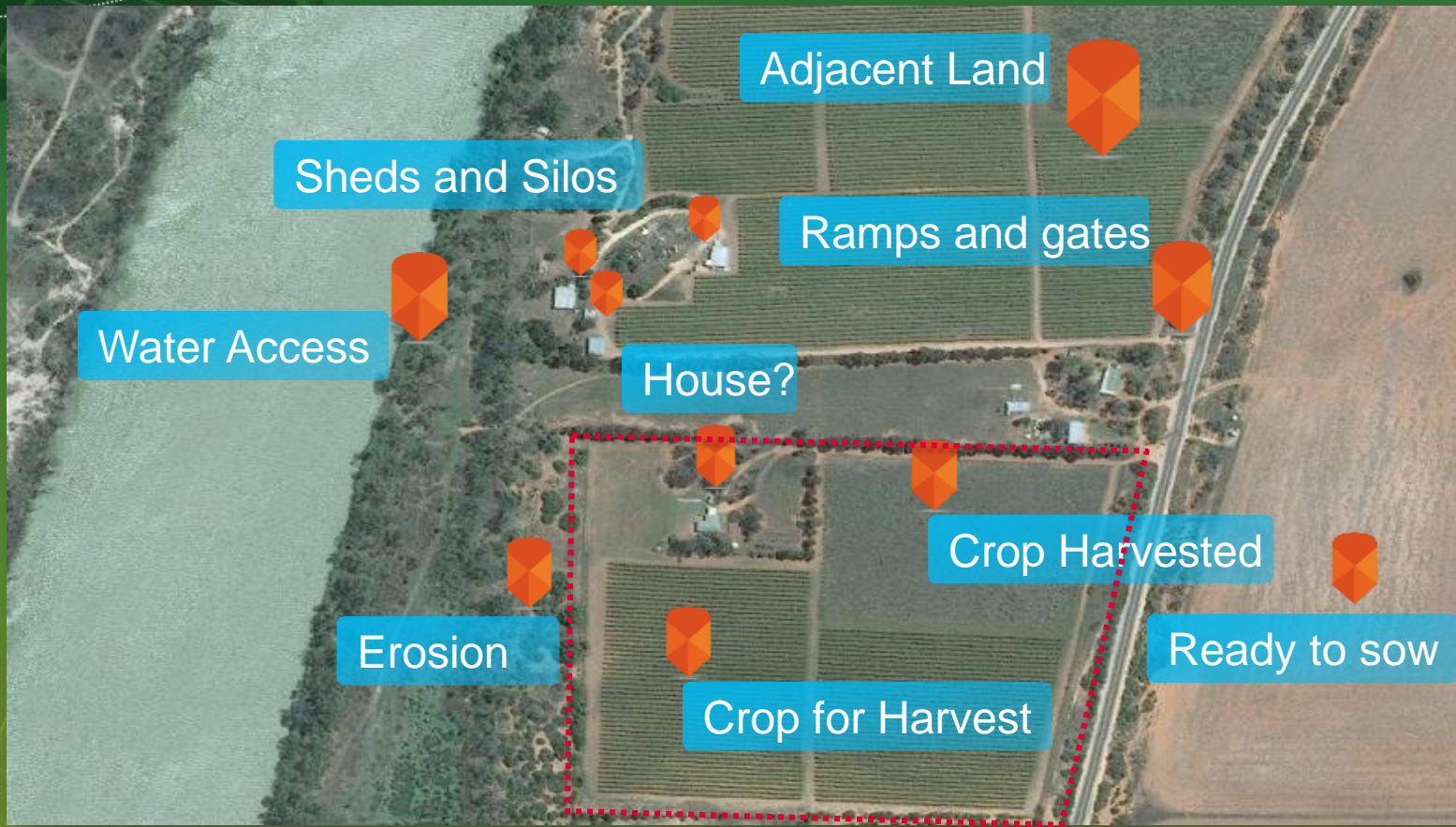
International
Markets

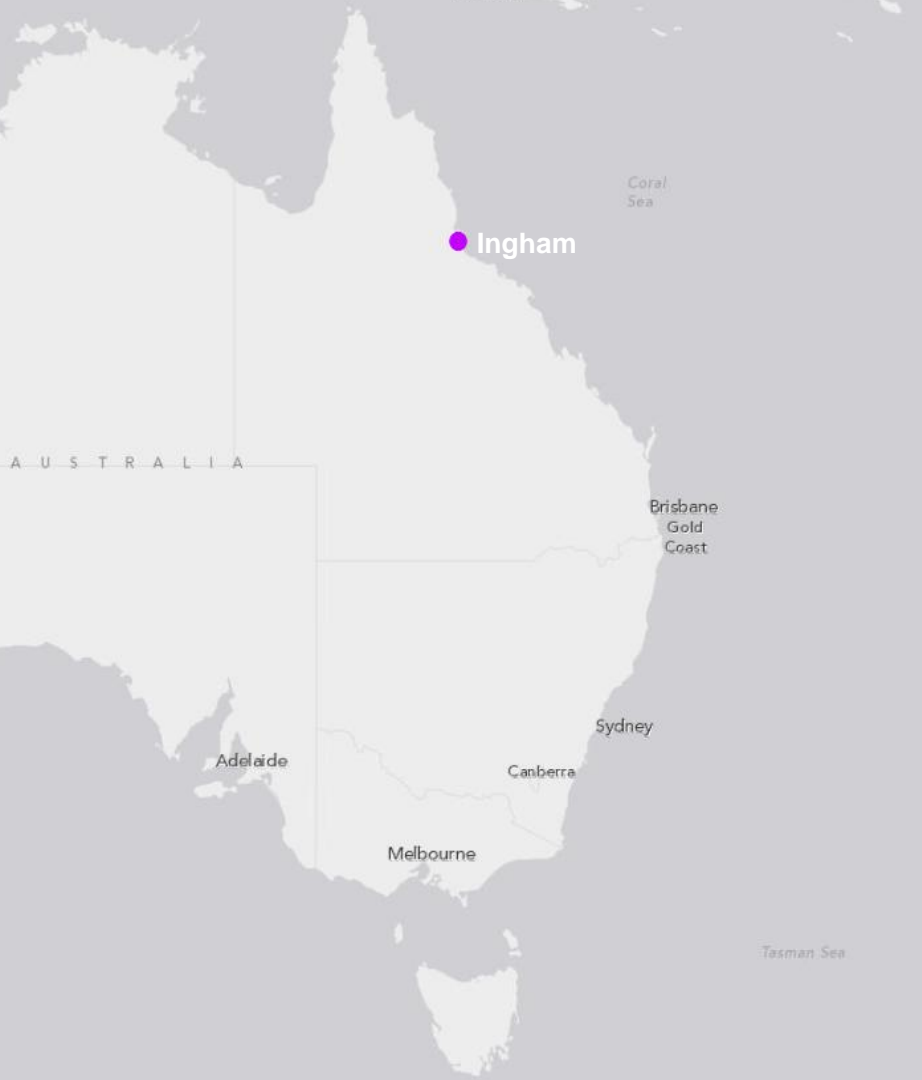


Quarantine



Asset Management + Insurance





Case Study – Herbert River Information Centre

Wilmar (Sucrogen)

Hinchinbrook Shire Council

CANEGROWERS (Herbert River)

Herbert Cane Productivity Services Ltd

Terrain NRM

Significance of the Australian Sugar Industry



Vital Statistics: Sugar Cane

Australia's second biggest export crop

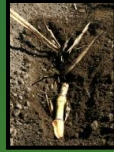
Approximately 35 million tonnes processed annually

Annual production value between \$1.7-\$2 billion



GIS Throughout the Supply Chain

Planting &
Growing



Harvesting



Processing



Refining



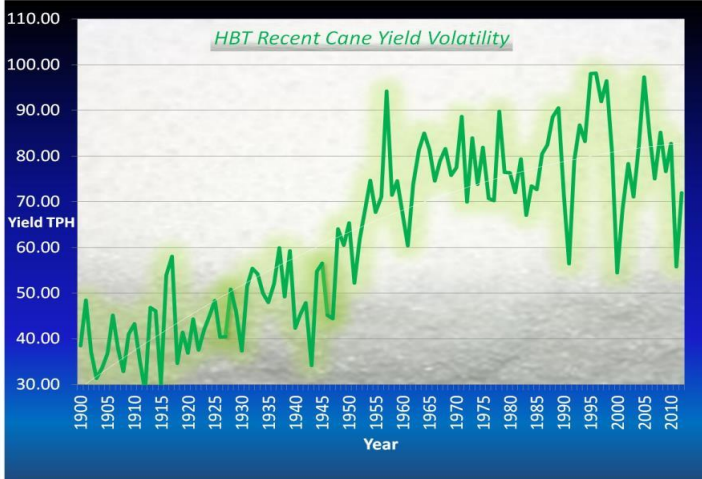
Data Management

Mapping

Analysis

Applying GIS Prior to Harvest

Crop Size Estimation



Value Delivered:

\$70,000 annual savings in data collection and modelling

Reduction in potential multi-million \$ liability resulting from more accurate estimates



Applying GIS During Harvest

Cane Harvest Management



Value Delivered:

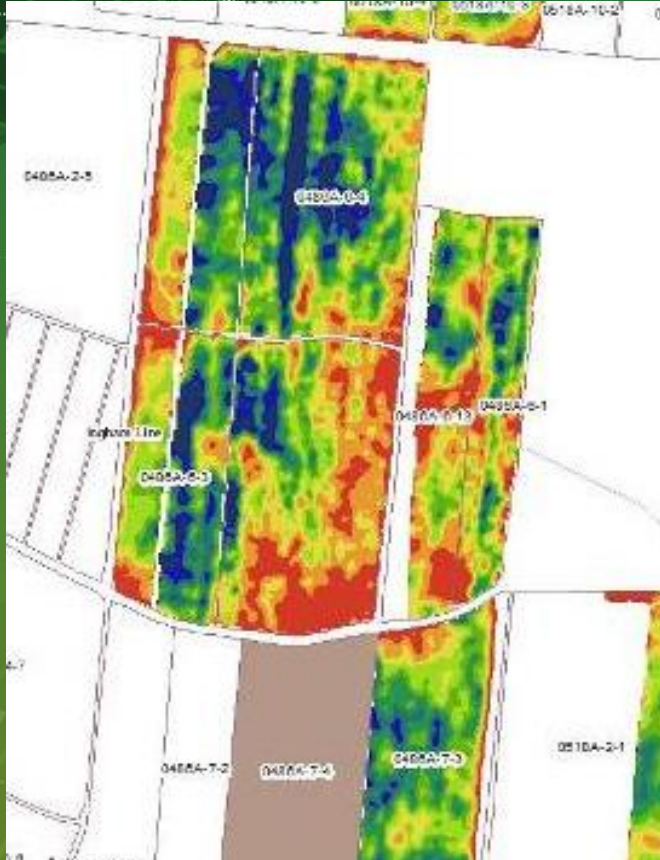
Improved operational visibility across the supply chain:

- Farmers
- Transport/logistics
- Cane Mills



Real-Time

Applying GIS During Harvest *Yield Monitoring*



Value Delivered:

\$500 K annual saving in
data collection and
map processing

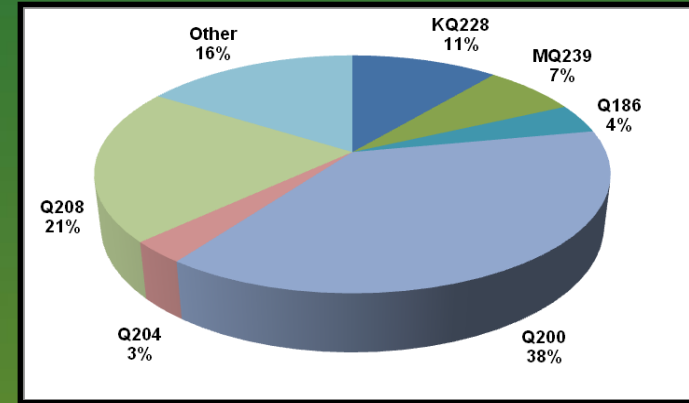
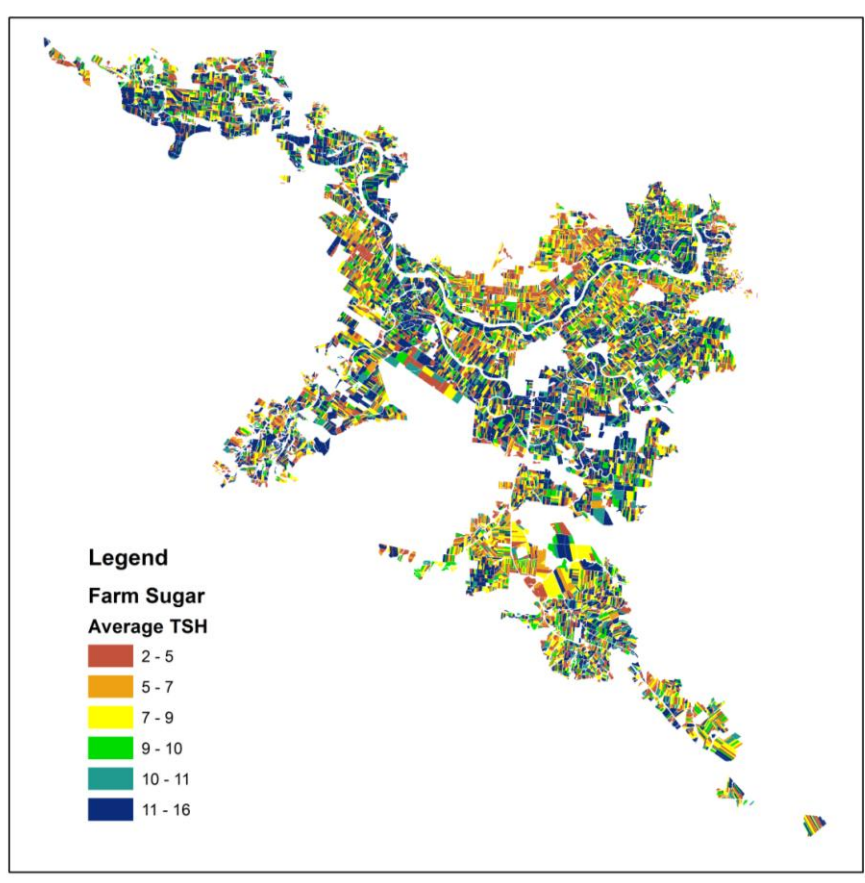
Precision agriculture results in:

- Higher productivity
- Less fertiliser and chemical input



Real-Time

Applying GIS Post Harvest Productivity Analysis



Value Delivered:

>\$5 million dollars benefit in matching cane variety to soil type

>\$20 million benefit from clean seed BMP



Applying GIS Post Harvest Supply Chain Optimization

wilmar

Mill: Report: 9/12/2014 2:14:33 PM (AEST)

[Go Back](#) Click on a Bread crumb to view more details.



1142 Harvester Bread crumbs between 12/9/2014 2:55:42 and 12/9/2014 14:25:42



● > 40 km/h ● 35 - 39.9 km/h ● 25 - 34.9 km/h ● 15 - 24.9 km/h ● 5 - 14.9 km/h ● 0 - 4.9 km/h

Value Delivered:

Improved field layout and design

Reduced waiting times for haul-outs

Reduced waiting times for cane bins

Reduced 'wear and tear' on harvesting assets

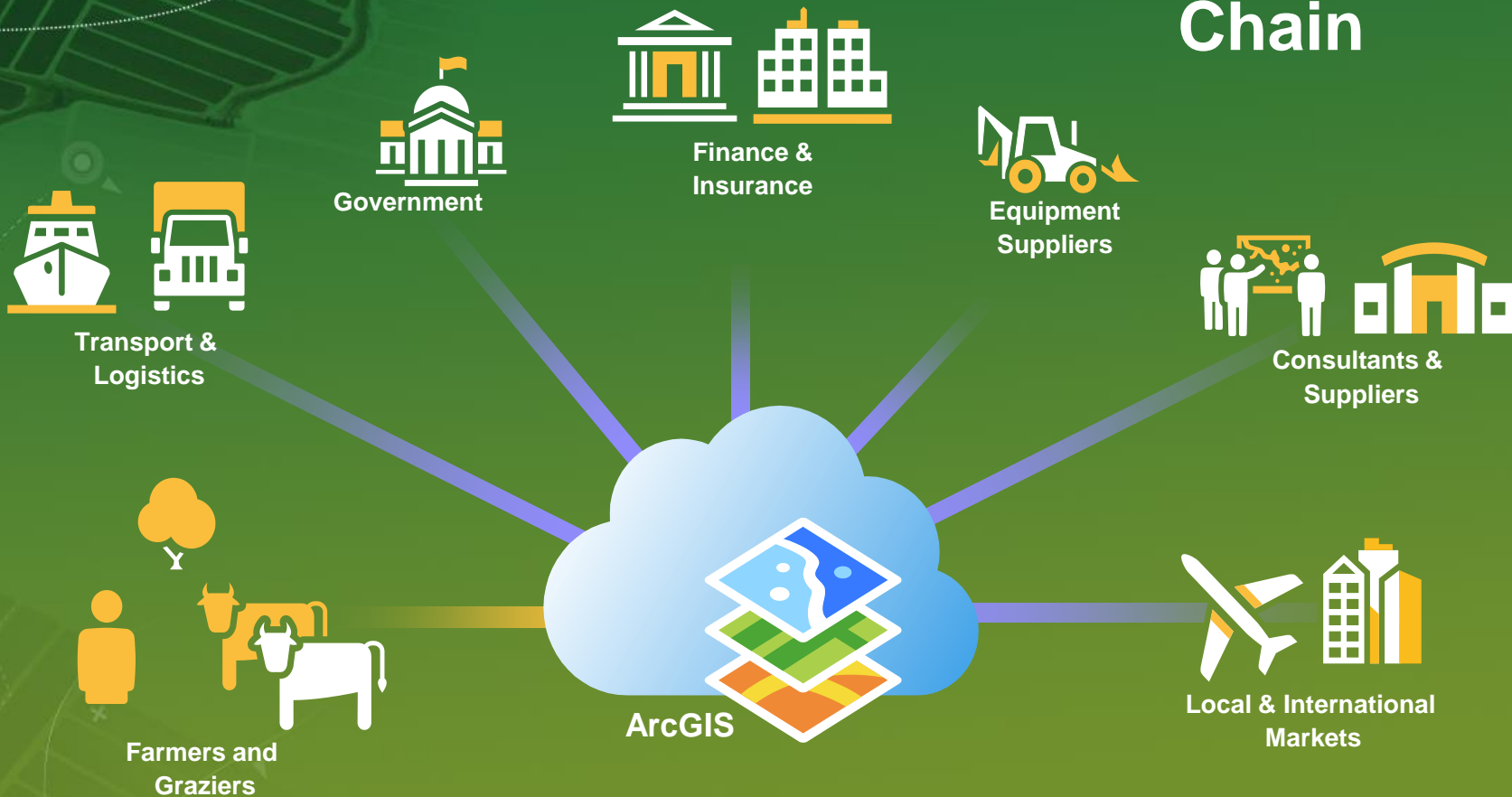


Transferrable to other sectors

Viticulture



Esri Enabling the Supply Chain



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