

PIRSA AgTech Growth Fund

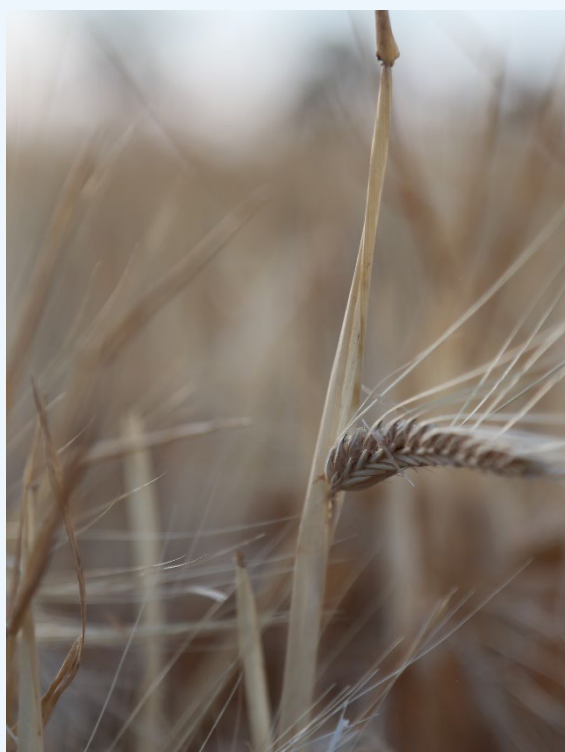


GRAINS
INDUSTRY



Trust Provenance

Grain traceability implementation adoption to add value to SA grains



As demand for traceability and truth of provenance for food increases among consumers across the globe, so too does the need for farmers to adopt simple digital solutions to record data to reflect this.

The benefits of traceability go beyond a marketing advantage. It is becoming integral to food safety standards for a range of produce, and despite being a bulk commodity, grain is no different.

Through funding from the Department of Primary Industries and Regions' (PIRSA) AgTech Growth Fund, Trust Provenance teamed up with a South Australian icon to build a platform for farmers which enables traceability of grain at the click of a button, from before planting to when it is delivered.



YP grower Mark Schilling sees great value in the Trust Provenance technology.

Industry challenge

Consumers are demanding more information about their food and beverage purchases, particularly where it comes from and whether it has been produced sustainably.

Co-founder and CEO of Trust Provenance Andrew Grant says traceability is a 'when, not if' conversation for agriculture, particularly in the face of increasing biosecurity threats and demands from trading partners.

"Traceability is one of the pillars of sustainability. We have moved from 'traceability 101' which is the documentation of a basic truckload of grain to a certain bulk handler to a certain processor, to adding more detail and including sustainability data points," he says.

"This includes information on when the crop was seeded, any pre or post-seeding treatments, the fertiliser regime, in-crop sprays, storage, harvest delivery and more.

"We also know that farmers are time-poor and when a job needs doing, they need to get onto it as soon as possible. For that reason, they don't want to be mucking around with different systems, they want one system that can record everything."

Approach

Through conversations with iconic South Australian brewery Coopers and their head maltster Doug Stewart, it became clear that traceability could add value to grain grower businesses.

"From talking to Doug, we realised that easy access to information on where grain is grown, the inputs that have gone into the crop and the harvested grain's protein and moisture content would help streamline quality assurance," Andrew says.

"Traditionally, if Coopers wanted that information they would have to liaise with the trader, who would liaise with the farmer and then they would receive that information as a generic email.

"The focus of our project, made possible by the AgTech Growth Fund grant and support from Grain Producers SA, was enhancing traceability for an SA icon, Coopers, and working with growers to integrate traceability in their farming operations through a platform that enables Coopers to access that information.

"We wanted to build relationships between Coopers and multi-generational farming families."

Andrew says knowing the protein and moisture content of grain due to be delivered to Coopers makes it easier for them to manage the brewing process.

To do this, Coopers sends out a master barley sample which growers can use to calibrate their own near-infrared equipment to get an accurate reading of protein and moisture. This reading is recorded in the Trust Provenance platform and delivered to Coopers.

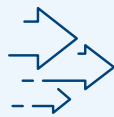
"The focus is always on improved accuracy and integrity of information that is easily captured and easily shared between stakeholders along the supply chain," Andrew says.

Outcomes

Andrew says the key outcomes from the project have been the learnings across the supply chain.

“This type of technology builds relationships between stakeholders. Trust, transparency and improvement is the backbone to any relationship. The farmer can stand by their crop management with nothing to hide and if that transparency builds trust and, in-turn, builds a better relationship with the end user then it can only add value to their grain,” he says.

“Through this project, we have found that farmers are becoming more aware of traceability and the fact that even though grain is a bulk commodity, there is still an end user that values this process. It’s about enabling, maintaining and growing market access.”



Future opportunities

With SA grain being predominantly export-oriented, Andrew says there are significant opportunities to better promote the state’s provenance and traceability credentials.

“If you can wrap traceability around products that attract premium buyers seeking brands, integrity and quality assurance, then we can grow premium and niche market opportunities,” he says.

“We will continue to listen to industry, our farming and supply chain partners, and refine and add data points to the platform, including adding more data around sustainability.

“This project has allowed us to engage with Grain Producers SA, Coopers and leading grain producers, all with an aligned goal of adding value to growers and the industry.”



Producer’s view

Yorke Peninsula grain producer Mark Schilling sees immense value in the Trust Provenance software. Mark has developed his own beer brand – Yorke Premium – and has been looking for a way to track the barley he uses.

He says the Trust Provenance dashboard is easy to use and integrates with other farm management software.

“It’s important to get industry on-side with this kind of technology so we can use trusted information which is verified by timestamp, location and traceability from the crop’s first growth stage.”

Mark, who sells barley to Coopers, has been calibrating his equipment in accordance with their master sample and recording this in Trust Provenance. He says the platform and its benefits feed into the sustainability of grain-producing businesses.

Contact

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For more information about Trust Provenance, visit www.trustprovenance.com