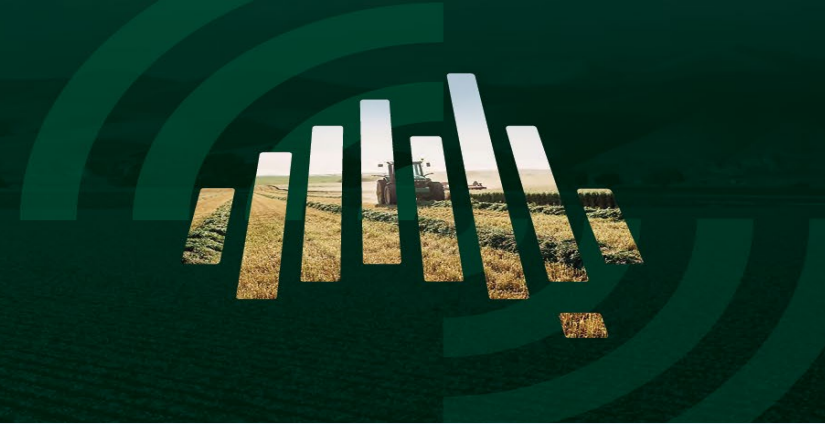


# USE CASE: GEOFF, WALNUT FARM OWNER

AgriFutures Australia



## Connectivity Persona: Geoff



### Walnut Farm Owner

*“Internet at the house is fine but we don’t have any at the packing shed. I have to run back and forth to print postage labels for our orders. It’s such a time sink.”*

Geoff is a small walnut farmer based in northern Victoria. Despite having access to fixed line NBN at 50mbps in his peri-urban location, he struggles to justify investing in better connectivity options on-farm. He sells walnuts wholesale into food manufacturing and directly to consumers through his e-commerce website managed from his office. His office is located in his house but he packs orders in a shed 80 meters away that has no connectivity. This sees him frequently running back and forth to print labels. This inefficient process wastes time and is prone to errors. Geoff lacks the skills and time to solve these connectivity issues himself and doesn't know where to seek assistance. Additionally, he has read about the use of IoT monitoring technologies in walnut orchards to optimise fertiliser and water usage but is unsure of the best options for him and if the investment is financially viable given the narrow margins in his business.

#### USER ENVIRONMENT

##### LOCATION:

Peri-Urban <1000Ha.

##### AGRITECH IN USE

Excel Spreadsheets<sup>1,2,3</sup>

##### CONNECTIVITY IN USE

1. NBN FTTN broadband,
2. Wi-Fi,
3. Ethernet over Power
4. 5G
5. 4G/LTE
6. Cellular

#### GOALS

##### TASKS:

Business Administration<sup>1,2,3,4,5,6</sup>,  
Production and Resource  
Management<sup>1,2,3</sup>, Sales and  
marketing<sup>1,2,3,4,5,6</sup>. Security and  
monitoring<sup>1,2</sup>.

##### OBJECTIVES

To improve sales efficiency and  
increase accuracy and frequency of  
farm input monitoring.

#### PAIN POINTS

##### BUSINESS CASE:

Tight margins mean that technology investments are difficult to justify, even across his relatively small enterprise.

##### TECHNOLOGY

While Geoff has access to good connectivity solutions including NBN FTTN and 4G/LTE coverage his knowledge of solutions stops him from implementing them to their full potential within his business.

##### SUPPORT

Geoff uses his local telco store as a source of advice but finds that the sales people there do not understand farming meaning the advice they give is often not in line with his needs.