

USE CASE: JULIA, MARKETING MANAGER AND FARMER

AgriFutures Australia



Connectivity Persona: Julia



Marketing Manager

“Good internet access is essential for my marketing business. I couldn’t run it without it. I would lose valuable income as well as my passion!”

Julia and her husband manage a large cropping farm spanning over 2000 ha, cultivating wheat, lupins, canola, barley, and producing export hay. Limited 4G connectivity means they rely on 3G cellular connections in specific areas, with a cell-fi system boosting the signal for usability in key areas. Julia also operates a marketing consulting business, which provides crucial off-farm income and that is 100% reliant on good internet service. Communication across the property is facilitated by UHF radio, utilising installed and community repeaters. Julia has a box in her kitchen from a local grower group’s community weather station project that is plugged into her home network. She accesses regional weather information from the project through a website. Despite available yield data from machinery, it remains largely unused, except for occasional requests from her agronomist. Recent satellite downtime, affecting GPS correction signals, highlighted the significance of technology like auto steer for her contract workers and younger staff to carry out their work effectively.

USER ENVIRONMENT

LOCATION:

Rural, remote >2000Ha.

AGRITECH IN USE

Weather Stations^{1,2,4}, Farm Management Software^{1,2,3,4}, Yield Prediction Maps^{1,2}, Yield Data^{1,2,8}

CONNECTIVITY IN USE

1. NBN fixed wireless broadband,
2. Wi-Fi,
3. Ethernet over Power
4. LoRaWan
5. Cell-Fi
6. UHF-Radio
7. 3G
8. 4G/LTE
9. Cellular

GOALS

TASKS:

Business Administration^{1,2,3,5,6,7,8,9}, Production and Resource Management^{1,2,3,5,6,7,8,9}, Selling and marketing^{1,2,3,5,6,7,8,9}, Security and monitoring^{1,2,3,5,8}. Off farm business management^{1,2,3,5,6,7,8,9}

OBJECTIVES

To support production and resource efficiencies, disaster prevention, maintain off-farm income.

PAIN POINTS

BUSINESS CASE:

The property is too large for whole of farm connectivity investments. Julia is worried that the upcoming 3G turn off will deprecate her cell-fi repeaters and some 3g sims she uses for remote monitoring of water supplies leaving her with no cellular service.

TECHNOLOGY

UHF is the main connectivity tool in use but it’s not private. She has access to a LoraWan network but does not know how to further leverage it. Sometimes her fixed wi-fi goes down for no apparent reason meaning she cannot work and loses off farm income.

SUPPORT

Julia doesn’t know where to go for support but tries to leverage her grower group.