

Social Media In Agriculture

Achieving sustainable agriculture through social media

May 2012

NEWSLETTER #3

Many of the grower groups from across the state are taking up the opportunity to produce short video clips that showcase new technologies and innovative farm practices. An alliance between SANTFA and Social Media in Agriculture is producing a series of videos on no till farming best practice and innovation with Leighton Pearce leading the production. Southern Precision Ag and Lucerne Australia are also committed to producing videos over the coming months, along with the EPARF on the Upper Eyre Peninsula, Northern Sustainable Soils and the Upper North Farming Systems Group. YPASG with Bill Long were recently involved in filming footage for videos on stubble management, snail management and spray technology. LEADA are taking a novel approach by initiating a competition amongst its members to produce the best video showcasing agriculture in their region. If your group is not yet involved then contact Mark Stanley.



Bill Long and Mark Thomas from Missing Link Media on Ben Wundersitz property near Maitland.

To learn about the Social Media in Agriculture project take a look at the *Social Media in Agriculture – Join the Revolution* video by following the link:
<http://www.agex.org.au/videos.htm>

Social media survey results and training update

Thankyou to everyone who took time out to respond to the Social Media in Agriculture baseline survey. The results indicate that the greatest demand for training is in the area of understanding and using social media platforms such as Facebook, Twitter, MSS blogs and

You Tube. Second preference for training was in planning, editing and loading videos on the Internet. Preferred timing for training was in July and August. 80% of respondents own a smart phone, while all respondents use the Internet in managing their businesses. 65% of respondents use apps in their business. 80% of respondents have never used Twitter, MSS blogs or Vimeo. Over 50% of respondents use Google+ daily compared to 24% using Facebook daily.

Training sessions are being planned for the South East, Mid North and Eyre Peninsula in July / August. There will be sessions on using social media platforms and another on planning, editing and loading videos on the Internet. Further information on venues and dates will follow over the next few weeks.

Sheep confinement areas videos

The Social Media in Agriculture project formed a partnership with Productive Nutrition to produce five video clips on the set up and management of confinement areas for sheep as part of Grain & Graze II. The videos were filmed on Greg Koch's family property at Moculta in the Lower North. Hamish Dixon and San Jolly from Productive Nutrition took centre stage to explain the technicalities and advantages of confinement areas from an NRM and production perspective. To view the videos go to the Ag Ex web site or follow the links below:

http://www.youtube.com/watch?v=265KF_WESec&feature=relmfu
<http://www.youtube.com/watch?v=gP8DukUZayY&feature=relmfu>
<http://www.youtube.com/watch?v=712NOrUAhFM&feature=relmfu>
<http://www.youtube.com/watch?v=z4yTJOuRtQ4&feature=relmfu>
<http://www.youtube.com/watch?v=XbNBVd6cM7c&feature=relmfu>



Hamish Dixon from Productive Nutrition being videoed by the film crew from Drummond Ink

Project Logo - Readers may have noticed the project logo featured in the header of this newsletter. This will be used to identify all videos produced as part of the Social Media in Agriculture project.

Grain & Graze Blog

Grain and Graze have started a blog to update people in an informal way about the project. To sign up and follow the blog enter your email address into the space on the left hand side of the page - you will be send a confirmation email and you must click on the confirm button in the email to receive the blog via email. www.grainandgraze2.com

eExtension

This is an extract from John James on an eExtension trial he ran with the Department of Employment, Economic Development and Innovation in Queensland.

Effective change management is a change journey that may take two, three or more years to reach our destination. If only traditional face-to-face and paper-based approaches, we are likely to be physically and financially exhausted before the journey's end. This is where electronic extension (eExtension) approaches can help us achieve our goals.

Lower transactional costs

DEEDI saved an estimated \$2.1 million through the use of web conferencing over the course of a two year trial (\$600,000 in airfares and \$1,500,000 in salaries). The use of this online collaboration tool has also saved 763 tonnes of CO2. This was assuming that those webinars replaced traditional face-to-face meetings. A recent survey of DEEDI staff who used webinars indicated that on average over 80% found they could better engage with their clients as a result of webinars.

www.deedi.qld.gov.au john.james@deedi.qld.gov.au

Video Webcasts Showcasing Sugar Industry Best Practice

There is a groundswell of interest within the Australian sugar industry in using video webcasting as an extension tool. With video webcasting growers have a unique opportunity to learn first-hand from other growers' experiences. In a study conducted by Henry Thomas from the Queensland Department of Primary Industries and Fisheries, the majority of farmers who participated

said they had identified one or more practices in the video clips that they planned to try out.

The Sugar Cane industry have produced a series of best practice management videos for cane growers in the form of a Virtual Bus Tour video presentation which features over 20 on-farm demonstrations of best practices from across the state. Go to <http://shedmeeting.com.au>

SMS short cut lingo

For regular users of SMS the following link provides a list of acronyms and their meanings. Go to: <http://www.netlingo.com/acronyms.php>

Slimy snails landline story

Bill Long features on this snail story filmed on the Yorke Peninsula which appeared on ABC Landline in early May. This clip provides a lead into the Social Media in Agriculture videos being produced about on-farm snail management strategies.

<http://www.abc.net.au/landline/content/2012/s3496474.htm>

Lobbying power of social media

Social media has become a critical tool for farmers and rural industry lobby groups in the beef industry which last year had its nose bloodied by savvy animal rights groups. This year social media was on the menu every day and the main message for farmers is they can't afford not to get online and engage. Follow the links for the story:

<http://www.abc.net.au/landline/content/2012/s3501665.htm>

[Abc.net.au/news](http://abc.net.au/news)

<http://www.abc.net.au/news/2012-05-12/farmers-harness-social-media-to-quell-protesters/4006738>

Webinar in action

The following links provides an insight into a webinar program being facilitated by John James from the Queensland Dept of Ag. The links below will take you to a video on You Tube of the webinar held on in May which featured Rick Llewellyn from the CSIRO Sustainable Systems in Adelaide talking about the ADOPT program. 200 people registered for the webinar from around the world. It provides a great example in the use of the technology. Go to <http://www.enablingchangeandinnovation.com.au>

For further information about the project and to get involved contact follow the project's progress and find links to the latest videos on the Ag Excellence Alliance website at <http://www.agex.org.au/> or go to the Ag Ex Facebook page https://www.facebook.com/pages/Ag-Excellence-Alliance-Inc/145010642282582?skip_nax_wizard=true&sk=wall

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