



Social Media In Agriculture

Achieving sustainable agriculture through social media

April 2013

Newsletter #8

As the Social Media in Agriculture project enters its final stages there is still much more to look forward to. Video production is still in full swing, there are more training events to come and there are plans for a social media in agriculture forum in July / August. On top of this a series of "how to" fact sheets on social media are being produced and the web site is continually being upgraded. If you or your group has yet to be involved in the project please give Mandy or Mark a call.

Video production

Further video stories have been collected so far this year.

The Social Media in Agriculture team visited the Lucerne Australia field day at Keith in February to video two stories on research being conducted by the group. These were long term variety evaluation for seed production under center pivot irrigation and their fertiliser / nutrition evaluation trial.



Warrick Thorpe and Scott Manser, Lucerne Australia

Three stories were videoed on soils issues in the eastern EP with the support of the EPNRM and the regional landcare facilitators. These were on soil amelioration with gypsum in the eastern Cleve Hills, soil protection with perennial woody shrubs evaluation and management in the Cowell district, and sand hill rehabilitation in the Waddikee district. Bill Long and Mark featured in a video highlighting the achievement of the Social Media in Agriculture project. This was used to show case the project to over 70 DAFF staff in Canberra in mid March.

Videos on line

There are now over 70 videos on the Ag Ex website <http://agex.org.au/media> . There has been a steady

flow of videos going on line on the Ag Ex web site this year. These include:

- Five videos on a range of topics relating to precision ag with SPAA Precision Agriculture Australia
- Two videos on canola establishment with Trent Potter
- No till after pastures and rhizoctonia management with Mallee Sustainable Farming
- Two videos on native bees produced with Katja Hogendoorn from the University of Adelaide
- Two videos on IPM and pollination with Bill Long and Danny LeFevere
- Five videos with Upper North Farming systems group videos on cell grazing and use of woody perennials
- Four videos produced with researchers at the Minnipa Ag Centre reporting on the outcomes of disease and nutrition management research.
- Three videos with the Mid North High Rainfall Zone at the Riverton trial site

Carbon Farming Videos

Northern Yorke Regional Landcare Facilitator Michael Richard has produced a range of videos explaining carbon farming. The videos are being launched on the 29th April at the State gathering of the Regional Landcare Facilitators.

More about native bees

Find out about native bees on this video by Susanne Richards. The video is based on her book, "South Australian Native Bees – A glimpse into their world". <http://www.youtube.com/watch?v=hN1rWZmBydA&feature=youtu.be>

Learn about social media at your own pace

The social media project is producing a range of 'how to' fact sheets for those wanting plain English guides to getting into social media. Find the following on the Ag Ex web site agex.org.au/project/social-media-project/

- Facebook - Set up an account
- Facebook - Create a group
- Facebook - Create a page
- Facebook - How to post a comment and attach photos
- Facebook - Finding friends

- Facebook - Privacy
- Twitter Set up an account
- Twitter - Tweeting
- Twitter Finding friends
- Blogs – All about blogs
- Blogs – Starting your own blog
- Blogs - Finding and following blogs
- YouTube - Set up an account
- YouTube - Uploading Videos
- YouTube - Finding friends
- Ag Ex Website

Snails on the move

Michael Richards is leading a project in the Northern Yorke region about monitoring snails through the use of remote sensing technology. Follow the progress of snails on the move through the autumn on the Ag Ex website's project page agex.org.au/project/remote-snail-sensing/



Ag Ex web site upgrades

The Ag Ex web site has been undergoing some significant upgrades in recent months. These include:

- The addition of tabs to allow people to add content, be that either videos, news articles and events.
- The subscription forms have been upgraded so that those that register can choose what they want to receive from Ag Ex.

Currently the video library is undergoing an upgrade to make finding videos much easier.

More WA videos

The Liebe Group in WA have just released a collection of YouTube videos and factsheets covering topics on the best and worst case scenarios for mouldboard ploughing, soil moisture at the break of the season, farmer experiences in ploughing lime and more! Click on the links to access the [videos](#) or the [factsheets](#).

CliMate App

Australian CliMate is a free iTunes app that can help farmers with better decisions about their farming operations based on recent weather and likely climate probabilities based on the last 60 years of daily rainfall, temperature and radiation data for their location. The question-based logic in CliMate is designed to suit anyone who uses probabilities of weather events in their decision making, whether they be a grain grower, a grazier or a grape grower.

Weather station in smart phones

It's a little-known fact that many smartphones include barometers quietly recording a wealth of atmospheric pressure data that could be used to improve local weather forecasts - Canadian 'Cumulonimbus', has a free [pressureNET](#) app designed to collect just such data from Android phones and submit it to meteorological researchers for better forecasting.

digitalfarmtv.com – the innovation station

Digitalfarmtv.com is an online news platform for agriculture and agribusiness established in 2011. Created to fill a serious gap in the way agricultural news and information was being delivered in Australia, the site provides weekly rural news and innovation reports in high-resolution video direct to subscriber wrapping up cross-industry news highlights in less than 10 minutes. View at www.digitalfarmtv.com.