

Social Media In Agriculture

Achieving sustainable agriculture through social media

July 2012

NEWSLETTER #4

EPARF Members day

Mark Stanley and Mark Thomas from the Social Media in Agriculture (SMA) project team spend the day at the Eyre Peninsula Agricultural Research Foundation member's day at Minnipa Agricultural Centre recently. The theme was getting the best value out of the spray \$. The day attracted a large crowd of over 150. The SMA videoed the key messages from each of the keynote speakers as well as demonstrations in the field. Dr Chris Preston, Craig Day from Spray Safe & Save and John Both and Jorg Kitt from NuFarm gave practical sessions on responsible and cost effective spray use. The videos from this day will complement other videos being produced on environmentally safe spray practices. A video evaluation of the day was also conducted with committee members, farmers and sponsors.



Jorg Kitt demonstrating spray drift management

Upper North Farming System visit

The SMP team also visited the Upper North Farming Systems groups recently to gather video stories on the use of fodder shrubs, cell grazing in semi arid environments and soil carbon research. UNFS group chairman Ian Ellery gave an insight into the evaluation of fodder shrub on his property at Morchard. Neil Sleep gave a comprehensive overview of his cell grazing system on his properties at Peterborough.

New Ag Ex Web Site coming soon!

The new 'social media' friendly Ag Ex web site is to be launched later this month, integrating social media platforms making access to videos, chat rooms and blogs a simpler process. The responsive site will also make reading on mobile devices easier.



Neil and Antoinette Sleep at their Peterborough property.

Social Media training opportunities

The Social Media in Agriculture is offering free training on video production and editing and on using social media platforms.

Video Editing

These are full-day sessions on video editing, using Windows Movie Maker. Subjects covered include; before you start; files & folders; audio; video; editing. Training sessions are planned for the Lower EP, South East and the Mid North.

- **Cummins Hotel on Wednesday, August 1st, 10:00am to 4:00pm; RSVP by July 25th**
- **Struan House on Friday, July 27th, 10:00am to 4:00pm; RSVP by July 20th**
- **Training is also to be offered in the mid at a time and venue to be announced.**

For further information and to RSVP contact Leighton Pearce m: 0422 587 228 e: info@leightonpearce.com

Using Social Media Platforms for Collaboration and Engagement

Full day session covering the requirements to establish a social networking presence using social media tools and applications. It also identifies the requirement to review, compare and use different types of social networking tools and applications.

- Describe different types of social media tools and applications
- Compare different types of social media tools and applications
- Set up and use popular social media tools and

applications

The training sessions will be offered at Clare, Kadina, Naracoorte, Port Lincoln and Murray Bridge

Details of times and venues will be available soon.

Places will be limited so it will be important to book early.

SANTFA Videos

Leighton Pearce has been busy over the last few months collecting video footage and putting together a range of videos on till farming for SANTFA. These will be available for viewing soon. More details will be provided in future newsletters.

iPhone gadgets!

Have a look at this prototype iPhone video stabilizer <http://www.youtube.com/watch?v=TwrObHMXwnM&feature=related> and using iPhone headphones for taking steady photos http://howto.cnet.com/8301-11310_39-57334211-285/how-to-use-your-iphones-headphones-for-steady-photo-captures/

Integrating low cost video in agricultural development projects toolkit

The following link provides a range of useful information and worksheets to develop low cost videos. The site was put together by US Aid <http://ictforag.org/video/index.html>

Climate Adaptation videos

Five case studies DVDs are now available for use during speaker events and are invaluable in demonstrating the different aspects of the DAFF supported Climate Change Research Program:

- Soil Carbon – Southern (Jeff Baldock, Roger Lange)
- Biochar (Evelyn Krull, Lukas van Zwieten, Jos Weber)
- Resilient Cropping (Steven Crimp, Peter Hayman, Barry Mudge)
- Southern Livestock Adaptation (Russell Pattinson, Phil Graham)
- Feeding Fats and Oils (Richard Eckert, Graeme Nicoll)

For further information contact Annabelle Hillsdon or Susie Buckland at Sefton & Associates 02 6766 5222. susie.buckland@seftonpr.com.au

Use of the internet by NSW farmers

Rural Press are conducting a survey in NSW to gauge how far decision makers on farm have mitigated from print news media to social media as their prime source of information since 2009. NSW Agriculture have two You Tube channels with a range of content. Go to: www.youtube.com/nswdpiweb or www.youtube.com/nswagriculture

Building tools for a more data-driven approach to agriculture

US start up company Solum is developing a platform to enable farmers to correlate nutrient measurements and fertilizer application to actual yields, in a constantly improving feedback loop. Over time, the result for farmers should be a 'virtuous circle' of increasing crop yields driven by ever-smarter and environmentally sustainable use of fertilizer, water and other resources.

<http://techcrunch.com/2012/06/27/software-is-feeding-the-world-agriculture-startup-solum-raises-17m-led-by-andreessen-horowitz/>

I'm farming and I grow it!

Promoting farming Kansas style! Would love to see a South Aussie version!

<http://www.youtube.com/watch?v=48H7zOQrX3U>

Latest you tubes from the WA Agronomy jigsaw project - trial design and layout

- Tips in trial layout and design: <http://youtu.be/buZ1wkAdADs>
- Trial designs when using PA equipment: <http://youtu.be/8YWRAXcbG6o>
- Marking out trials with a GPS: <http://youtu.be/GYf8yzCyJzg>

LEADA leads the way

Kiarna Wauchope and the LEADA group are starting their social media journey with setting up their [LEADA Facebook page](#) and their first attempt at short video production - click [here](#).

State of Australian Social Media

A consumer survey on the State of Australian Social Media 2012 shows that Face Book is still by far the most utilized social media platform. 38% of those surveyed still do not use social media at all. <http://digiocial.com/2012/06/state-of-australian-social-media-2012-infographic/>

Ag Excellence Alliance website at <http://www.agex.org.au/> Ag Ex Facebook page https://www.facebook.com/pages/Ag-Excellence-Alliance-Inc/145010642282582?skip_nax_wizard=true&sk=wall

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