



NSW DEPARTMENT OF PRIMARY INDUSTRIES

2019

# GRAND CHALLENGE

FOOD TRACEABILITY



Department of  
Primary Industries



**GATE**  
GLOBAL AG-TECH ECOSYSTEM

# FOREWORD



John Tracey, Deputy Director General  
Research and Business Excellence, NSW  
Department of Primary Industries

I am pleased to offer a welcome to the NSW Department of Primary Industries' collaborative research and technology initiative the GATE (GLOBAL AG-TECH ECOSYSTEM). The GATE commenced in 2018 with the purpose of encouraging, cultivating, and fast-tracking the development of ag-tech ideas.

Such ideas and applications will enhance the horizons, opportunities, innovations and productivity outcomes for the critically important role that agribusiness is increasingly destined to play in Australia's future.

GATE provides a unique opportunity for agricultural technology developers to access DPI R&D expertise or bring their own, and to collaborate with technology providers, business services and investors to create commercialised products for the NSW agricultural sector. The result: improved producer revenue, market access, and opportunities for affordable access to capital.

The NSW DPI is the largest agricultural R&D provider in Australia, harnessing and sharing the expertise of over 600 dedicated scientific and technical staff. Our GATE initiative is hosted at the DPI Orange Agricultural Institute, which originated and facilitated this first in our planned annual series of Grand Challenges.



Unique identification of products and data has the potential to transform the fresh produce supply chain



Presently, Australia's agriculture production is worth \$60 billion a year.

The ambitious goal is to reach a \$100 billion target by 2030.

The NSW DPI will have a vital input into this achievement.



Our vision is to help Australian producers, including small-scale producers, to capitalise on potential efficiencies brought about through traceability enabled transparency.

Underpinning the evolution of agribusiness from being a producer of non-perishable commodities to be a major supplier of assured, safe high-quality products is the reality of the opportunity now offered by Asia's fast expanding middle-class consumer markets.

Presently, Australia's agriculture production is worth \$60 billion a year. The ambitious goal is to reach a \$100 billion target by 2030, fuelled by the increasing global population and its increasing demand for food. The NSW DPI will have a vital input into this achievement.

NSW's well-deserved reputation for safe food helps it to maintain existing markets, attract higher premiums on products and generate export growth. Transitional economies such as China and India are shifting their focus from food security to food safety and quality, reflecting their rising purchasing power and experiences

with food safety incidents.

In concert with our Program Partners we will conduct a discovery process to uncover and describe key problem statements associated with each in the series of Grand Challenges. Outlined problem statements will form the focus for each event. Participants will have access to relevant leaders in policy, regulation, science, primary industries, supply chains and creating start-up businesses.

Each Grand Challenge event brings with it the opportunity for participants to attract ongoing interest from the DPI, the program partners and others who are looking for innovative solutions. DPI will award positions in its GATE incubation and mentoring programs. More broadly, DPI will seek to facilitate interests in collaboration to support ideas becoming solutions through research and business collaboration.



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Disclaimer: The information contained in this publication is based on the knowledge and understanding at the time of writing (November 2019). However, because of advances in knowledge, users are reminded of the need to ensure that the information upon which they rely is up to date and to check the currency of the information with the appropriate officer of NSW Department of Primary Industries or the user's independent adviser. Recognising that some of the information in this document is provided by third parties, the State of New South Wales, the author and the publisher take no responsibility for the accuracy, currency, reliability or correctness of any information included in the document provided by third parties.

# THE NSW DPI GRAND CHALLENGE PROGRAM OBJECTIVE

The Grand Challenge process is an innovative way to deliberately and ambitiously target transformational outcomes for NSW primary industries and the community.

Where transformational means substantive changes in the speed, size or form of social, economic or environmental outcomes.

The nature of the transformational outcomes sought were formed through DPI's strategic analysis of trends, challenges and opportunities within a future horizon of 2050. The outcomes have been captured in the form of 6 principles, the 2050 Principles, that are the foundation for theming the program of Grand Challenges over the next 4-years.

The program will see 3-4 Grand Challenges held each year bringing together a diverse group of talented people to identify and create innovative policy, regulatory, business process and technology solutions. These include, but are not limited to the 2050 principles.

- Food as medicine
- Food production anywhere, anytime
- Zero waste agriculture
- Agriculture is resilient to climate, pest and diseases
- Agriculture is carbon neutral
- World leading food quality surveillance and traceability

In concert with our Program Partners we will conduct a discovery process to uncover and describe key problem



Food as medicine



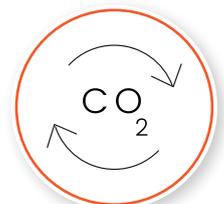
Food production anywhere, anytime



Zero waste agriculture



Agriculture is resilient to climate, pest and



Agriculture is carbon neutral



World leading food quality surveillance and



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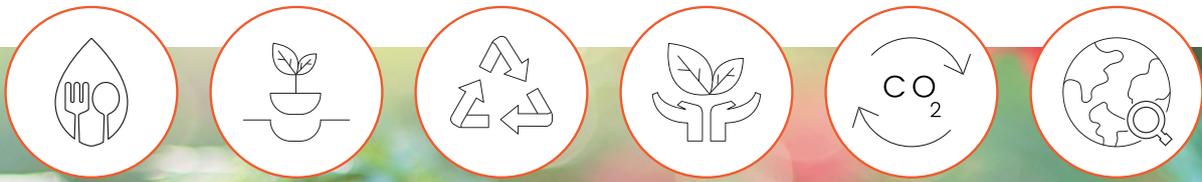
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and mentoring programs. More broadly DPI will seek to facilitate interests in collaboration to support ideas becoming solutions through research and business collaboration.

The Grand Challenge Program builds on DPI's leadership in world leading science for primary industries, resource management, biosecurity and food safety to collaborate for innovative solutions with profound impacts. The Program provides opportunity for collaboration with current and diverse new partners

from within industry, research and the private sector. Enabling the best talent and ideas to come together from anywhere in the world. Throughout we will continue to experiment, evaluate, adapt and share our learnings in delivering on our objective for the Grand Challenge Program.

Our inaugural Grand Challenge: "How might government and industry deliver a business environment in NSW where food traceability works for everyone?" recognises why and how food traceability is so critically important to the New South



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**Bruce Finney, Group Director Business Development and Innovation,**  
NSW Department of Primary Industries

## “WE ALL HAVE A ROLE TO PLAY IN THE FOOD TRACEABILITY QUEST”

Wales and Australian economies. It also reinforces how DPI is uniquely positioned to help drive growth and collaboration in this area.

This offers a golden opportunity because Australian industry will have to make major strides in food traceability. Globally there are increasingly strong players advancing technical, policy, and regulatory approaches. Australia must keep up if we are to retain market access and meet consumer demands.

There is little or no argument about the many benefits and opportunities that come with food traceability:

- The ability to accurately and securely trace food from ‘paddock to plate’ will potentially reduce overall cost to primary industries
- It will strengthen industry and government response to animal and human health risks
- It will create international competitive advantage for Australian primary industries
- It can also help not just NSW, but all Australia, to leverage its clean and green credentials by clearly demonstrating our commitment to environmental sustainability and social responsibility

However, we recognise the reality of significant obstacles frustrating the various actors along the supply chain from achieving these benefits and opportunities:

- Cost barriers for agribusiness
- Barriers frustrating exports to foreign

markets due to inefficient regulation

- High transactional costs associated with implementing food traceability systems
- Barriers of uncertainty leading to slow adoption because policy has not kept pace with emerging technologies
- Technological capability barriers hindering industry making informed decisions to optimise their business models

So, our two day Grand Challenge event involving more than 80 highly qualified participants drawn from a wide spectrum of science, agriculture,

start-ups, small business expertise, consultants, and government skills placed a strong emphasis on what business and government can do together to create a strong, streamlined business environment where traceability is an asset to Australian food and agriculture, not a burden.

The participants bonded together, sharing their insights, knowledge and enthusiasm for this Grand Challenge. They did so with a full understanding of the Australian perspective that robust and proven traceability processes will help expose the currently “invisible” within our food systems. Comprehensive tracking of the environmental, economic, health and social consequences of different agricultural production processes is an aspirational goal. It should also make possible the “true cost of food”, which will help meet consumer demand for transparency.

There is little or no argument about the many benefits and opportunities that come with food traceability.



# GATE'S INAUGURAL GRAND CHALLENGE GOALS



## IDENTIFY

Identify and advance specific innovations in food traceability (whether policy/regulatory, fundamental science, or commercial products and services) toward implementation and/or commercialisation



## BUILD

Build a long-term network of like-minded organisations and institutions interested in collaborating to advance food traceability in



## ADVANCE

Advance the diagnosis and shared understanding of the most critical and high-potential problems and opportunities related to food traceability in

GRAND  
CHALLENGE

# MEET THE TEAMS

The teams taking the Grand Challenge

## T.N.T (TRACK 'N TRACE)



The team proposed a concept of data brokerage. The starting point: traceability is difficult because it relies on accessible data. The problem is often the data does not exist, or it is manually managed and not digital. Inputs could include IoT data, structured data, unstructured data or even historical records. This is compounded by the reality that such data is often not shared. Prime causes are the uncertainty around managing the data bases and therefore lack of confidence to share the data.

New technology can help the unique tagging and sharing of new data. There are companies that tag data, small start-ups for instance, but not industry wide. The team argued that the technology they

were advocating can be shared and used by everyone and the data would be held in both a public and private cloud.

This significantly enhances the supply chain actors' ability to participate in the traceability process. The team described the supply chain as comprising initial raw materials producer, supplier, manufacturer, distributor, retailer, and consumer.

There would be two streams of access with retailers and consumers using the public cloud and bodies such as Food Standards Australia and New Zealand (FSANZ), government departments, and industry having access to the private cloud data.

The dollars earned from public cloud data access would be looped back into the

supply chain creating more IoT automation due to the early supply chain actors being incentivised to produce the data. T.N.T's proposition was producers don't currently upload data enough, but if they got funds back, they would be more incentivised. As data becomes intelligence it would lead to further action. That action would improve traceability from "paddock to plate". The result: enhanced efficiency, logistics and more sustainable and environmental outcomes.

# MEET THE TEAMS

The teams taking the Grand Challenge

## CARPET BAG



The team comprised of members drawn from the meat and fish industries. Their experience was that there were gaps in the traceability system that had a direct and sizeable impact on the occurrence of food fraud. This phenomenon costs Australia alone a total of A\$1.37b. The global cost of food fraud is a staggering A\$50b.

While various gaps were found in the supply chain from “farm gate to the plate” the team pinpointed the weakest link was to be found in the processing facility stage. The causes, they explained, mainly concerned user errors due to the manual labour intensive nature of the processes.

Carpet Bag members saw a need to connect the disparate islands of information that were causing underperformance in the food traceability regime. They believed that existing technology such as motion tracking algorithms for individual items could be adapted and customised to track assets during the processing facility. The impact would be to bring full visibility to the food supply chain.

In its business case proposal, the team pointed out their solution's alignment with the national traceability framework and argued for the establishment of a manufacturing modernisation fund. Several bodies

were identified as being part of such a national initiative bringing the supply chain, technology and industry to make it happen.

They included Australian and NSW Governments, Meat and Livestock Australia, the Australian Meat Processor Corporation (AMPC), GS1, and technology giants such as IBM. Asked what beneficial impact would result from their proposed solution, the team believed that the nation's annual food fraud cost of A\$1.37b would be halved.

# MEET THE TEAMS

The teams taking the Grand Challenge

## ENERID BLOCKCHAIN



The team, drawn from Data61, proposed a blockchain that would help engender trust in the food traceability environment. The rationale was that as no single party can tamper with the data. However, the team highlighted the critical issue: existing Blockchain technologies were not suitable. The current solution was too costly, inefficient, and created energy waste.

Data61 was presently trialling a prototype of a next generation

Blockchain solution with the aim of it being an efficient public system, free, and involving low energy costs. The team explained that the intellectual framework existed within Data 61 and they were already partnered with the CSIRO.

Their case was that if the EnerID Blockchain system was adopted it could create a win-win for government, producers, and consumers delivering outstanding visibility across the whole supply

chain ecosystem. Key elements of the data recording would include compliance, monitoring, certification, tracing, and the earning, buying and selling of Blockchain "coins". With government running just one EnerID Blockchain server, industry would provide pilot users.

The team are now looking for funding to develop and customise the pilot further leading to government validation and what they believed was fairly low-cost support required just

# MEET THE TEAMS

The teams taking the Grand Challenge

## INVISA TRACE



Australian horticulture, and the annual food fraud costs of \$250 million it suffers, was the team's focus. To outline the potential of their solution they zeroed in on high value fresh produce, particularly the cherry and citrus industries. Given its premium market positioning, this sector is an attractive target for food fraudsters.

The main issues the team identified was that packaging and barcoding methods can be easily tampered and destroyed. This danger was exacerbated by limited tracking of

produce beyond farmgate. Resultant product recalls and traceback investigations were therefore taking too long.

**Solution:** tandem barcoding, combining visible barcoding on the packaging with invisible barcoding on the produce surface. The technology had already been approved food applications by the US-FDA. The benefits outlined by the team: protection against fraud delivers brand protection, regulatory compliance, and supply chain integrity. Accurate and rapid product

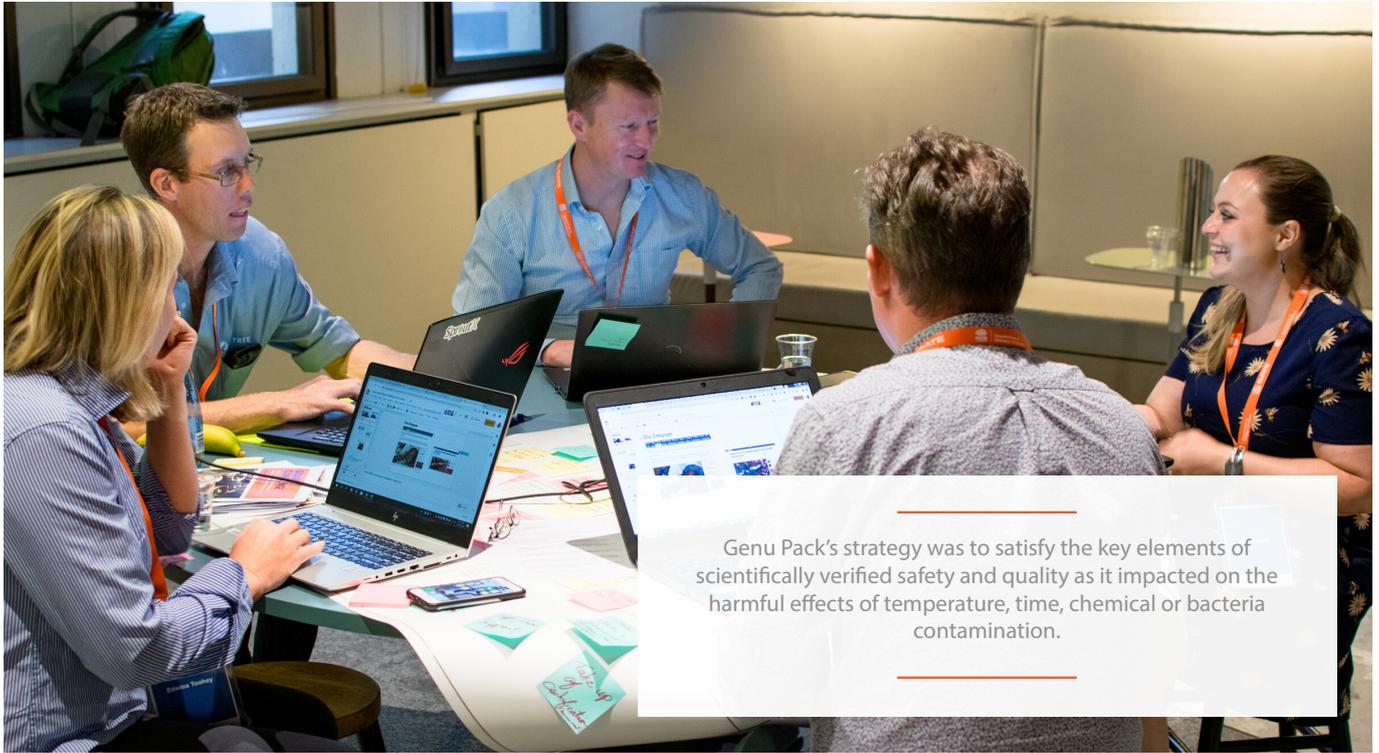
recalls will minimise the damage. The team also argued it would facilitate greater market access, boost sustained exports growth, and contribute to the NSW regional economy.

Invisa Trace are seeking regulatory approval to represent and deploy the US approved product in the Australia. They saw the next steps to encourage peak primary producer bodies to influence peers through social marketing and organisations like the DPI and FSANZ to work together with industry to amend the Food

# MEET THE TEAMS

The teams taking the Grand Challenge

## GENU PACK



Genu Pack's strategy was to satisfy the key elements of scientifically verified safety and quality as it impacted on the harmful effects of temperature, time, chemical or bacteria contamination.

A diverse team drawn from industry, government, and primary producers presented a case that food safety is not a given and remains a major global reputational issue. The approach was driven by three imperatives:

- The "Australian Made" logo is easily reproduced
- A fake Australian food scandal could harm consumers and devastate the export market
- A coordinated national approach is needed to provide greater assurance to consumers

To reinforce the magnitude of the potential for solving the scope of food safety, the team highlighted the size of the opportunity awaiting Australian exporters with the existing Australian-China food market worth A\$5.3b growing by 40% and the Australian-China dairy sector value of A\$247m

expanding by 20%.

The current scenario was outlined as follows: The cost of food and wine fraud has been increasing in recent years due to the increasing share of agricultural products destined to high food fraud-risk countries. Costs are estimated to be highest for the dairy, wine, and meat product sectors out of the sectors studied, with the annual estimated food fraud costs for 2017 by sector to be \$360 million for dairy products, \$303 million for wine, \$272 million for meat and live animals, \$248 million for horticulture, and \$189 million for seafood.

Genu Pack's strategy was to satisfy the key elements of scientifically verified safety and quality as it impacted on the harmful effects of temperature, time, chemical or bacteria contamination. Its idea is to develop a standard for Australian made "intelligent labels" enabling

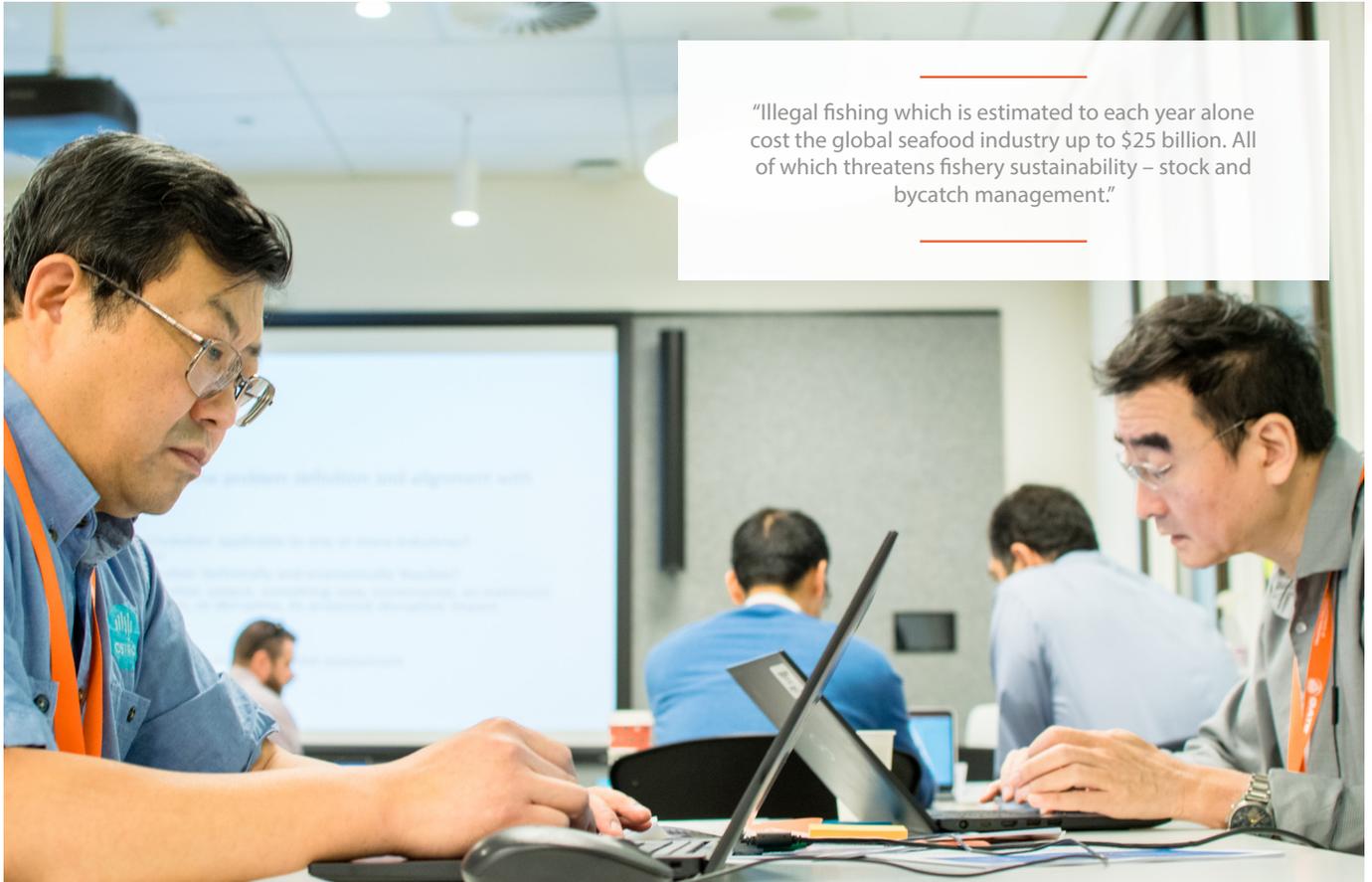
quality, safety and authenticity assurance by using biosensors in labels for real time monitoring of chemical reaction to contamination, temperature, or tampering. Any of which would trigger a colour change in the printed label from green to red.

Such sensors are being used in pilots in the EU, but GenuPack urged the establishment of an intelligent labelling working group of possibly Austrade, DPI, and Dairy Australia to conduct a pilot study with a product category, for example, fresh milk. The flow on would be a government and Industry International trade delegation to China - showcasing the new sensor driven intelligent labelling. While dairy might be a pilot industry the team foresaw the application working in other industries. GenuPack suggested that while the pilot scheme would work with the identified bio sensor supplier now, it would then operate as an open

# MEET THE TEAMS

The teams taking the Grand Challenge

## BOAT TO PLATE



“Illegal fishing which is estimated to each year alone cost the global seafood industry up to \$25 billion. All of which threatens fishery sustainability – stock and bycatch management.”

The Australian fishing industry, worth \$2.5b per year, has a role to play in the global seafood sector. Its importance is highlighted by the fact that 50% of the world’s population depends on seafood. The issue of traceability is extreme given that seafood provenance fraud is common. Mislabelling or species substitution is rampant. Up to half of all fish eaten by Australians are mislabelled.

This scenario is compromised further by the extent of unknown sources from illegal fishing which is estimated to each year alone cost the global seafood industry up to \$25 billion. All of which threatens fishery sustainability – stock and bycatch management.

This issue is played out against a background of Australian consumers expecting to get what they paid for. The choice is coloured by consumer preferences for imported versus locally produced, or wild caught versus farm raised, and questions exist about capture location, time, species, and freshness.

The team’s proposal was the use of onboard cameras and other sensors to collect and analyse fish data from boat level. The camera system would be equipped with AI based video analytics for automated fish species identification, size, and colour measurement. This would be complemented by Near Field Communication (NFC) tagging and data log to collect data including storage temperature, location, and time for both capturing and transport.

The solution would enable easy to access secured cloud-based system for middle players and end users to easily access seafood information using their smartphone, with no app required. A three-stage roadmap was presented by the team:

- Stage 1 - Pilot study, a demo already produced and shown to some potential industry collaborators
- Stage 2 – Apply for funding for field experiments
- Stage 3 – Integrate the system into an existing seafood trading platform or design a new one in collaboration with a seafood company

# MEET THE TEAMS

The teams taking the Grand Challenge

## AUS-TRACED



The team's opening salvo was uncompromising: - traceability 'is a mess' and is "just not working for all". The presentation spotlighted how too many different systems, processes and technologies were scatter gunned across different industries, creating uncertainty and confusion within the business environment.

It suggested that the end-to-end supply chain components often only tracked one step forward or back, therefore not addressing the traceability issue. While some industries were making progress, the siloed nature of systems was working

against success. The team's solution was two-way visibility through one Aus-Trace system that everyone can use.

The team's proposition was that once it has created its stage 1 framework there will exist a real opportunity to provide more information along the supply chain. This will encourage opportunities for new technology applications and foster greater transparency with united data enabling benefits such as education, safety, and ethics.

While the solution will utilise skills in data, technology, and marketing the solution is expected to further IP royalties to

support and encourage improved industry and consumer market access through certification. The Aus-Trace team are looking to the NSW government to help communicate the idea to the Australian level and was prepared to help with policy in delivering a low-cost framework whereby government and industry can work together to achieve the goal of unified food traceability.

# MEET THE TEAMS

The teams taking the Grand Challenge

## OPEN GATE



The team, whose four representatives spanned the arc from producer to government, chose the example of 6000 sheep each year being sent to an abattoir to open its proposition of a “Connection Initiative” for fixing gaps in the supply chain from farm to retailer to consumer. It sought to unequivocally answer typical questions that occur along the chain, such as “where is my shipment?”; “is this product sustainably resourced?”; and “is it safe to eat?”.

Given their belief that the trace must begin with the producer they were proposing a peer to peer mentoring program between producers that have implemented traceability and have enjoyed the benefits with those who have not. The plan envisages sharing stories through

events, networking, and cross industry collaboration. One example might be a non-competitive alliance such as pairing a sheep farmer with a melon farmer.

The team saw the kick-off as a roadshow with a particular focus in regional NSW initially. The goal is to help producers understand the trust factor and to introduce the producers with the latest technology without the usual fear, misunderstanding, or even coping with the long lag that can occur with technology adoption.

The team believed the results would deliver improved market access for agribusiness across the region, build competitive advantage, create more jobs, and increase economic benefits for the state and nationally. To realise its goals, it is

looking for financial seed funds of between \$300,000 and \$500,000.

“where is my shipment?”  
“is this product sustainably resourced?” & “is it safe to eat?”

# MEET THE TEAMS

The teams taking the Grand Challenge

## ESCAVOX



The team proposed a traceability incentive participation scheme. It was driven by what they saw as a universal truth: Although the producer, the source of supply, is at the start of all traceability models, there is no incentive to participate as the benefits are to the industry, not the individual.

Its dialogue with the producers and their willingness to invest in the traceability process meets too often with a similar and discouraging refrain: “too busy”; “too risky”; “too small”; “confusing”; “tight margins” and so on. The adoption rate is low because the barrier to entry is too high.

They are two prongs to the Escavox participation scheme. The first involves incentivised participation through an On Track voucher scheme. Aimed at encouraging producers to start – rather like

the successful “active kids” voucher model. The voucher can be downloaded.

The second is to “certify” solution providers to eliminate or reduce the noise/risk or confusion in making a choice. The move would also ensure the development of standards. It would also raise the industry bar by increasing the participation requirements over time.

Escavox proposed a pilot On Track traceability participation scheme for the blueberry farms in the Coffs Harbour region, where the local government has an innovative track record in supporting their farming community. The team’s rationale: 70% of Australia’s blueberry supply comes from the region so it would be easy to measure the pilot scheme benefits. Since most farms channel through two

consolidators, the communication task will be simpler.

The team estimated the cost of the pilot as \$840,000 for a sector that has a value of \$100m in NSW alone. They saw the benefits as better quality food, a successful adoption of a traceability tracking initiative, reduced food waste, maintaining a competitive environment, and a boost for “Brand Australia”.



# THE JUDGES



**John Tracey, Deputy Director General  
Research and Business Excellence,  
NSW Department of Primary Industries**

John has a depth of experience in research with more than 100 published reports and conference papers in vertebrate pests. He has been recognised for his inclusive leadership and ability to impact team culture, scientific excellence, and collaboration across industry, universities, and the Government sector.



**Bruce Finney, Group Director Business  
Development and Innovation, NSW  
Department of Primary Industries**

Bruce has leadership and management experience in agricultural research and corporate agriculture in Australia and in an advisory role in Argentina. Skilled in creating and implementing strategy, applying sound governance, people and relationship management. Interested in AgTech and creating impact through synergies between public and private research. Contributed to developing a vision for the future of the Australian cotton industry and to building a vision for the future of rural innovation in Australia.



**Dr. Khimji Vaghjiani, Head of the  
Harbour City Labs in Sydney**

Assisting and mentoring promising Australian deep-tech scale-ups to think global, Dr. Vaghjiani was previously a Consultant at the NSW - Data Analytics Centre, managing a range of projects looking at commercialisation of data and digital assets. He has Project, Program & Portfolio & Leadership experience spanning 31 years enabling ICT / Technology / R&D / Innovation in large corporates, SMEs, Universities, Government and four startups, as well as an entrepreneurial mentor, and business advisor to emerging SMEs.



## JUDGING CRITERIA

The judging panel now faced a testing decision to separate the nine first class presentations from the inaugural Grand Challenge. They had a clear set of criteria against which to value each team's proposal.

- Potential for systemic impact in NSW's food/agriculture system
- Afforded the support it needs over time; does it stand a strong chance of adoption and impact at a scale that will make a significant impact on NSW's food and agriculture system?
- Cost effectiveness and feasibility
- Offer cost and time savings advantages for one or more major participants in agricultural and/or food supply chains?
- Offer a strong possibility of timely advancement to implementation/market?
- Does the proposed team and approach have the requisite capabilities to develop and implement the solution?
- Fit with DPI NSW strategic priorities and capabilities, including via the GATE incubation program and is DPI well positioned to work in partnership with the team behind this submission to help it succeed?



## THE REWARD

For this inaugural Grand Challenge, the NSW DPI is making available one six-month GATE startup incubation program, valued at \$20,000, and two GATE startup four-week mentoring programs, valued at \$6,000 each.

DPI GATE integrates with an extensive list of partners who are looking for innovative solutions (including policy, services and/or products) to work with and grow. By participating in the Grand Challenge, the teams get the chance for direct access to policy experts, regulation deliverers, scientific researchers, start-up experts and others who will work with the successful teams to test and build out the idea. The teams can follow the opportunity to pitch the idea to a range of investors, research organisations, incubation, and acceleration programs to secure further hands on support to deliver each solution.



## THE WINNERS VERDICT

Congratulations to the 3 winners!

- The Genu Pack team's idea of an intelligent biosensor labelling solution was awarded the major prize: the GATE incubation startup program.
- Esacavox's pilot On Track traceability participation scheme for blueberry farms, and Invisa Trace's tandem barcoding idea, combining visible barcoding on packaging with invisible barcoding, were both awarded GATE startup mentoring programs.



# COLLABORATION OPPORTUNITIES

NSW DPI welcomes inquiries regarding potential collaboration with the powerful ideas generated by any of the nine participating teams in the inaugural Grand Challenge. To underpin and reinforce the potential of such collaboration, NSW DPI is able to facilitate introductions and engagement with our Grand Challenge participating teams with the goal of supporting ideas becoming real-world solutions.

NSW DPI recognises and appreciates the support it receives from our partners.. We are always ready to speak with any organisations that have an interest in partnering in our initiatives. .

## GATE GRAND CHALLENGE PROGRAM PARTNERS

These organisations, along with DPI, bring leadership and industry networks, technical expertise, and pipelines of research outcomes with commercial potential. The cumulative effect of these associations sharing their knowledge and wisdom is a powerful multiplier.

THANK YOU TO OUR EVENT PARTNER



Wine Australia



# THE BENEFITS OF PARTNERSHIP

The DPI's 4-year Grand Challenge Program will convene multi-disciplinary groups of collaborators to focus ambitiously on solving the most pressing problems facing Australian primary industries and the community. DPI intend running 3-4 events each year that generate a range of solutions in the form of policy/regulatory, fundamental science, commercial products or service innovations.

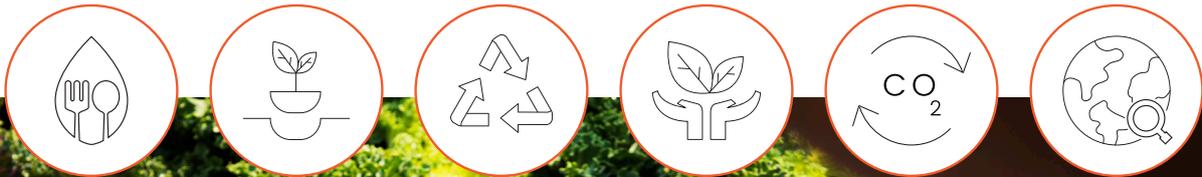
NSW DPI recognises and appreciates the support it receives from our partners. We are always ready to speak with any organisations that have an interest in partnering in our initiatives.

## OUR NEXT GRAND CHALLENGE

While our first Grand Challenge has focused on food traceability, there are many other pressing issues to address across industry, consumers, and Government. These will be an important focus for future GATE events.

An online Food Traceability Challenge has launched - <https://launch.innovation.nsw.gov.au/OnlineGrandChallenge> and The GATE will also host new Grand Challenges early in 2020.

These will cover exciting, complex and challenging, but critical, areas. They deserve the attention of Australia's proven skill and track record of innovation to further boost the nation's ad-tech future that can be successfully applied to our primary industry sector.



ONLINEGRANDCHALLENGE 

>> Click to view

# CONTACT US

NSW DPI is always ready to connect with and speak with organisations interested in partnering with us on joint ag-tech initiatives. If you'd like to discuss further, please get in touch via the contact details below.

Bruce Finney | Group Director  
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NSW Department of Primary Industries | Research & Business Excellence

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Department of  
Primary Industries



**GATE**  
GLOBAL AG-TECH ECOSYSTEM