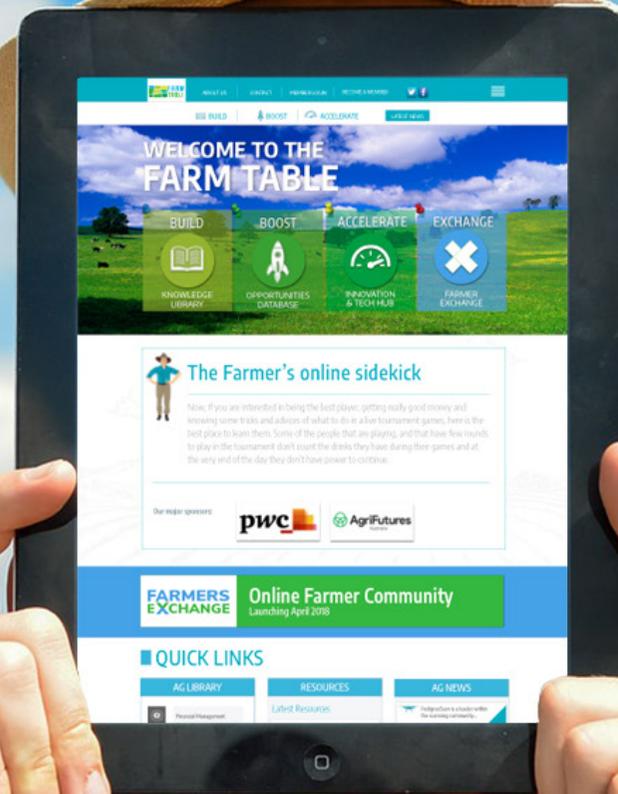


Introducing the





What is the Farm Table?



OUR MISSION

By creating a trusted industry-wide ecosystem that brings knowledge, people and business across Australian agriculture together, our mission is to drive innovation and growth for all involved.



OUR PURPOSE

To make the online experience for farmers more accessible, efficient and rewarding.



OUR VISION

To be the online home of a connected, sustainable and profitable Australian agricultural industry.



The Problem

Why does the Farm Table exist?



Complexity of Farming

Today, the average Australian farmer manages a business with an asset value of ~\$5 million, and juggles complex environmental, livestock, human, climate and market risks on a daily basis.

With this in mind, there is no question that the modern farmer needs to be skilled in a wide range of areas to successfully manage agricultural businesses.

Our research has shown that Australia's farmers understand that in order to run a thriving business, they cannot simply be production specialists, but also business managers and innovation adopters.

Structural inhibitors to growth

Time pressures, remoteness, and a lack of formal learning and development system within self-employed/ family businesses all combine to make it difficult to engage in ongoing learning as a new farmer.

Australian producers are time poor; the effort put into sustaining and growing individual enterprises takes 100% of a farmer's effort and it is often difficult to make the time to engage in continuous learning, whether on-farm or off-farm.

Farmers love learning from each other and getting advice from those on the ground who have been there, done that, but this is difficult for younger farmers without established peer networks.

Dissemination of agricultural information

Due to these structural inhibitors to growth, many farmers are turning online to grow their knowledge.

There is a plethora of information across the web, in the minds of older farmers and in the agri-service industry, however it's not easily accessible or user-friendly.

The primary reason for the business coming into existence was a growing frustration of knowing there is so much knowledge in the agricultural industry but it takes so much time to be find it, capture it, make sense of it and then garner some practical learnings from it.



Our Solution

The business name, 'The Farm Table', signifies a collaborative and open meeting place for the Australian agricultural industry, regardless of age, sophistication, or sector specialty.

The Farm Table acknowledges the powerful simplicity that is peer-based learning – this tool exists as a virtual 'kitchen table', a place for family, business and friendships.



One-stop shop for agricultural content, industry opportunities and innovative solutions



Agribusiness-to-farmer, and farmer-to-farmer connection-enabler



User-focused, customised, smart, time-saving ecosystem

Target Market



Progressive farmers under 40



Tech-savvy experienced farmers



Women in farming businesses



The new ecosystem

What makes up the new Farm Table?



Build

- Knowledge Library
- 1,000's of resources from across the industry will be collated, rated and placed into "Knowledge Toolkits".
- Members can create their own toolkit folder based on their industry and area of interest.
- Ability to explore Introductory to Advanced (research/trial information) resources.
- Easy to search, filter and view all resources.

Boost

- Opportunities Database
- Centralised database for Agricultural Training and Events across Australia.
- Centralised grants and funding database.
- Helping farmers find the right opportunities and make the right investment decisions.

Accelerate

- Innovation Hub
- Enables a farmer, for the first time, to compare products (including software, apps and drones) via key features (including price).
- Product comparisons written by real farmers not robots.
- Connect with others using the products to aid their investment decision.

Exchange

- Farmer Community
- Farmer exchange platform.
- Connecting experienced famers with younger famers.
- Farmer Q&A section for real-world, as-needed problem solving.
- Uniting farmers by areas of interest, not location.

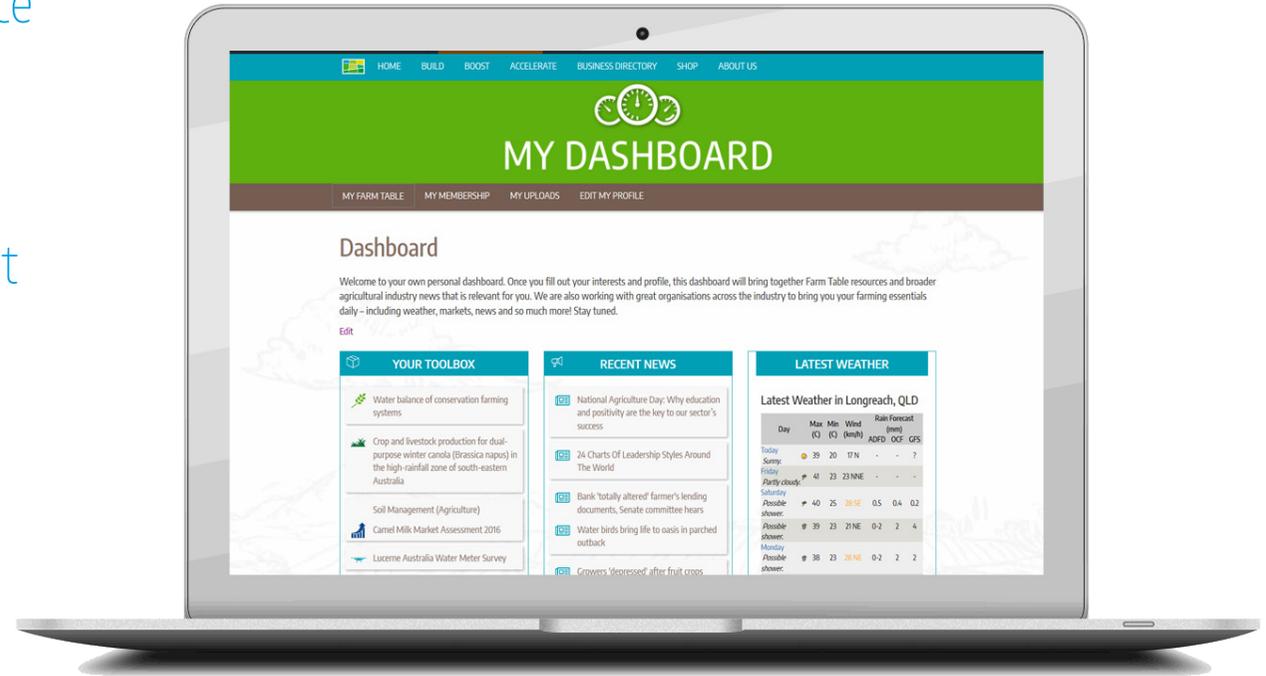


Farmer Dashboard

Customised and interactive user experience

Each farmer will have a dedicated user dashboard that brings together all relevant and targeted information based on the individual farmer's interests.

The Dashboard will also house the farmer's saved resources, their recent activity, calendar, member rewards, access to the Farmer eXchange, and much more!



In addition, we are providing high quality, easy to access data that farmers access on a daily basis but are outside of the core competencies of Farm Table – including weather, news (video/audio/written), and markets (livestock/hay/grain pricing) information. Rather than embedding off-the-shelf, low quality

widgets, we have hand picked quality like-minded agricultural businesses to collaborate with to provide these offerings within the Farmer Dashboard. A farmer can collapse and expand the widgets that he/she would like to see in their dashboard, further customising the experience.



Join the Farm Table



**FARM TABLE
FOR BUSINESS**

Join the Farm Table to share your business,
your content, events and products.

Contact:

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Join the Farm Table to
access personalised content.

Free for Farmers

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