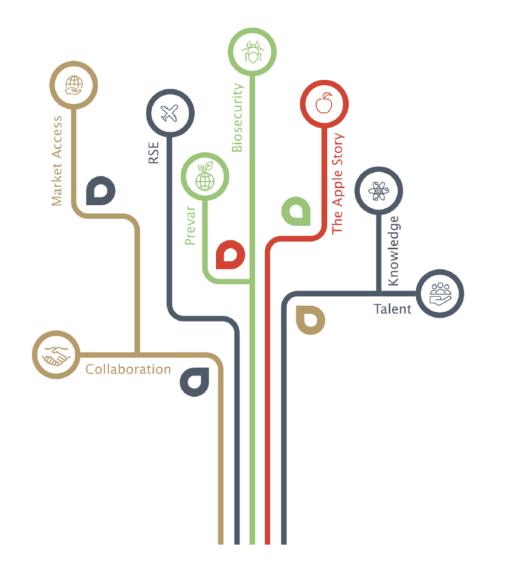
# NZAPI Data Strategy

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R&D Programme Manager





## NZAPI's Data Strategy



Strategic priority - Knowledge

"Grow and improve the way NZAPI generates and provides information of value to the industry"

Not forgetting our #1 strategic priority

"Market access, market access, market access....."



# Workshops with members Priorities for knowledge, communication & data

"Right information at the right time"

"Information is critical for members"

"Many stakeholders"

"Website is

key"

"Decision support tools"

"Dashboards"

"Functionality"

"Mapping"

"Personalised content"

"Integrate and link data" "Data standards"

"Update systems and technologies"

"Alerts"

"Web apps"

"Interactive"



## Key member priorities for data

### Data standards

- Sharing data between systems
  - Market Declaration System
  - Orchard Registration File
  - Spray diaries
  - Registration data
  - Mapping

### Data warehouse

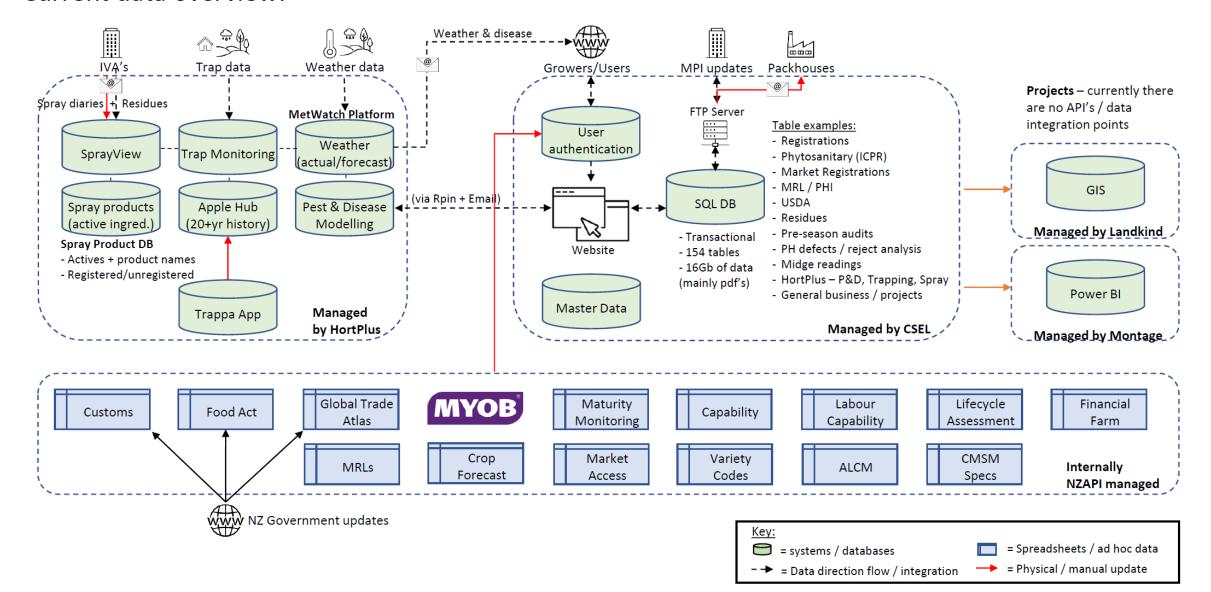
- Hold and store data to share and provide in formats that are useful
- Providing assurances
  - Residue reporting
  - Environmental data reporting
  - Agchem calculator
- Performance
  - Export, production, labour





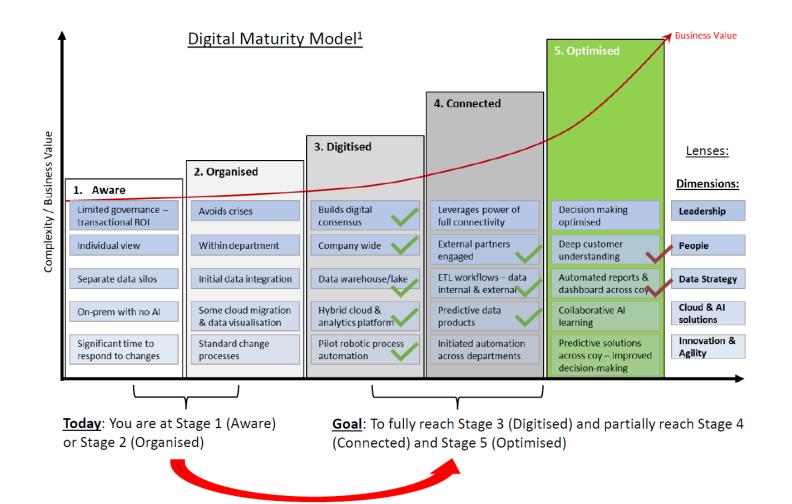
### NZAPI already have a lot of data

#### Current data overview:



### Starting the data journey

How do we link and share data in a way that is efficient and adds value?





### NZAPI's future vision

Future State – Vision

NZAPs Data Cloud

#### Internal Data Sources:

- Registrations
- Spray Diaries
- Trap
- etc

#### External Data Sources:

- MPI
- Export
- Stats NZ
- etc

#### Data Tools & Products

e.g. spray date recommendations

#### Benchmarking

e.g. my orchard performance vs my region

#### Risk Profile

e.g. Pest, Disease, weather risk in my region

#### Key Operational Data

e.g. market accessibility, Labour

#### Data Standards & Terms

e.g. Industry Master Data

#### R&D Insights

e.g. Smart & Sustainable (2050 Spray Free)

#### Compliance & Clearance

e.g. Automated Global GAP

#### Industry Performance

e.g. Environmental, Export price / volumes

#### Members:

- Growers
- Post-Harvest
- Associates

#### Industry Partners:

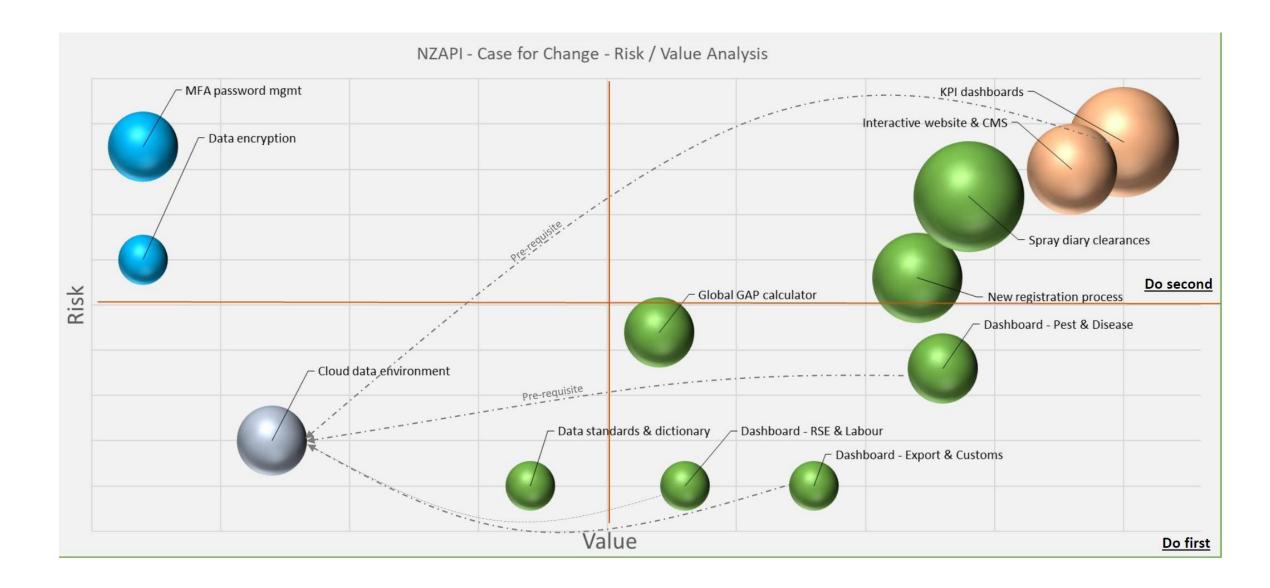
- Government
- Agri Tech
- Agri Industry Bodies







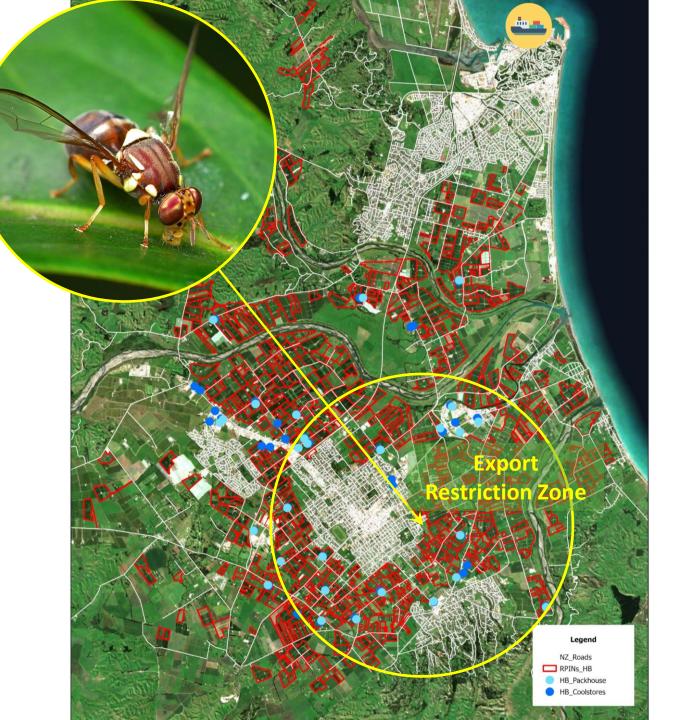
## How do we get there?



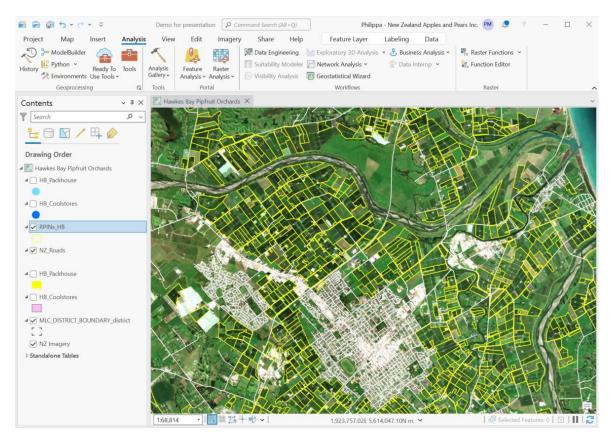
A data and tool example

Our GIS journey: mapping for biosecurity preparedness

- SFFF Biosecurity Project
- Industry maps are essential for managing a biosecurity response

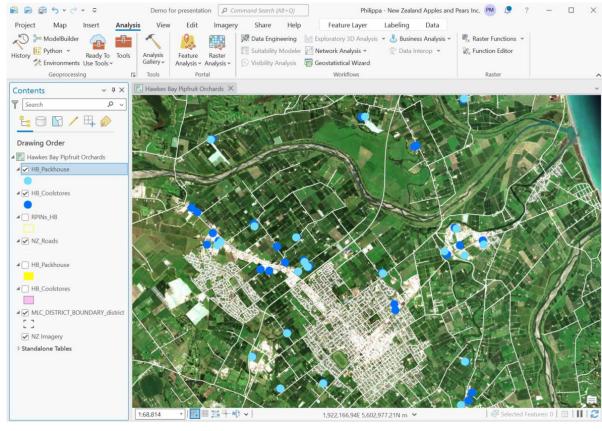


### Creating a geospatial database



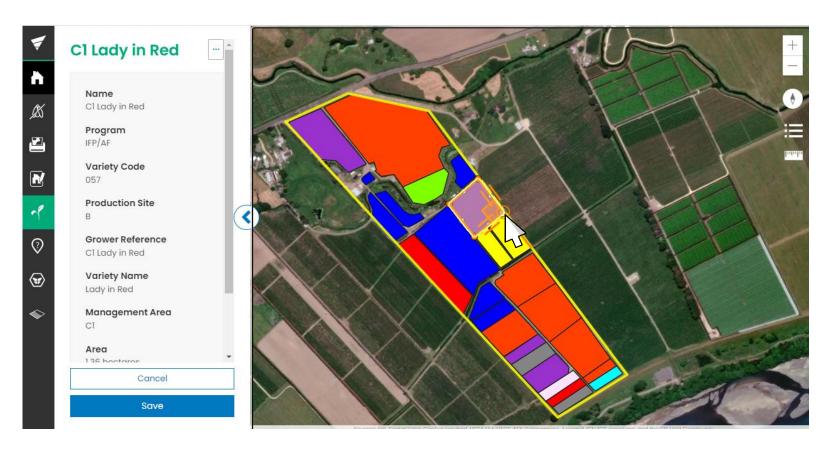
**Orchards** 

### Packhouses & coolstores



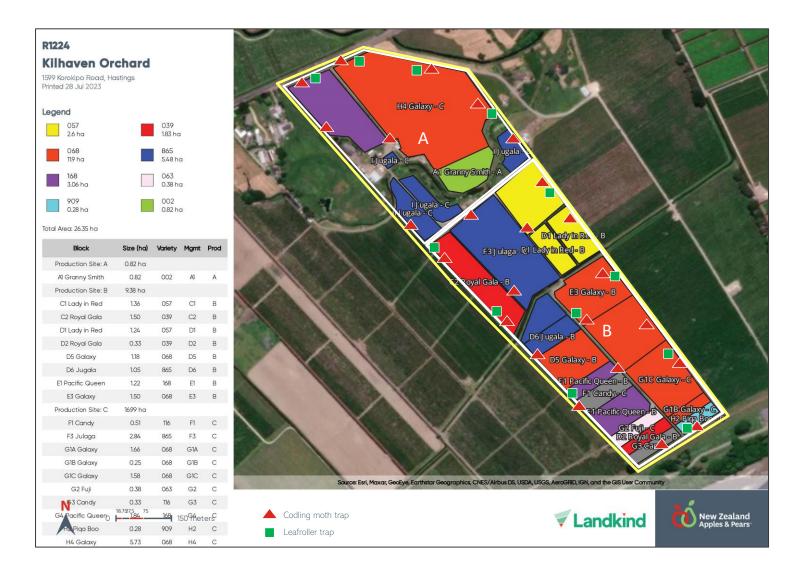
### Keeping the database up to date

A new industry mapping tool





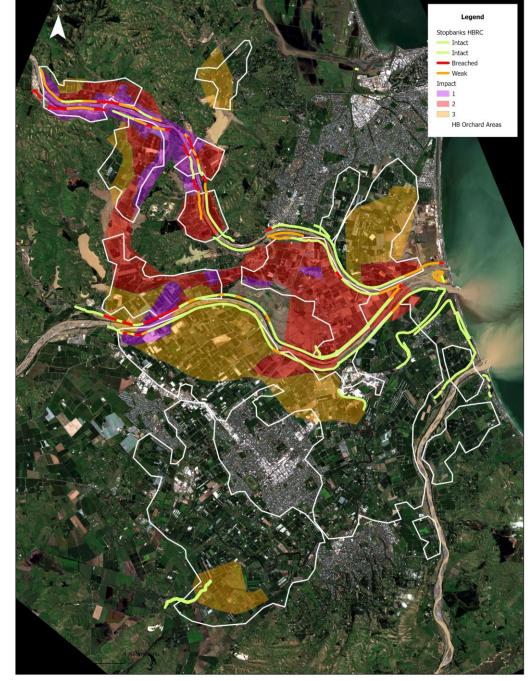
## Mapping tool for assurances





# Mapping in a response Cyclone Gabrielle

- Impact
- Crop forecast
- Orchard area boundaries
- Severely impacted (e.g. infrastructure destroyed)
- Significantly impacted (e.g. silt and debris)
- Moderately impacted (e.g. water inundation)
- Stopbank intact
- Stopbank weak
- Stopbank breached



**Hawkes Bay Cyclone Gabrielle High Level Impact** 

## Acknowledgement



Pip McVeagh

**NZAPI** Crop Protection Manager

Mapping and data guru







