

# MARKET 2 MARKET

Ag Tech Case Study: Department of Agriculture and Fisheries, June 2020

MARKET 2 MARKET

**20**  
YEARS

APPROVED SUPPLIER SOA: DETSOA-90720



# WE'RE HERE TO HELP

## Social media and digital content

Established over 20 years ago, Market to Market Communications has assisted some of Australia's leading brands, community groups, government-owned entities, councils and government departments with creative campaigns, event marketing, filming and photography services.

Our talented network of people extends from the Tweed to the Torres Strait. We work collaboratively with local crews with the aim of capturing quality content in short timeframes.

On the following pages you'll find examples of our work. We also welcome you to visit our website [www.market2market.com.au](http://www.market2market.com.au) and click on 'the screen collective'.

This area of our site is password protected, and the password to access this is **m2m**.

Please contact me if there's anything we can provide assistance with.

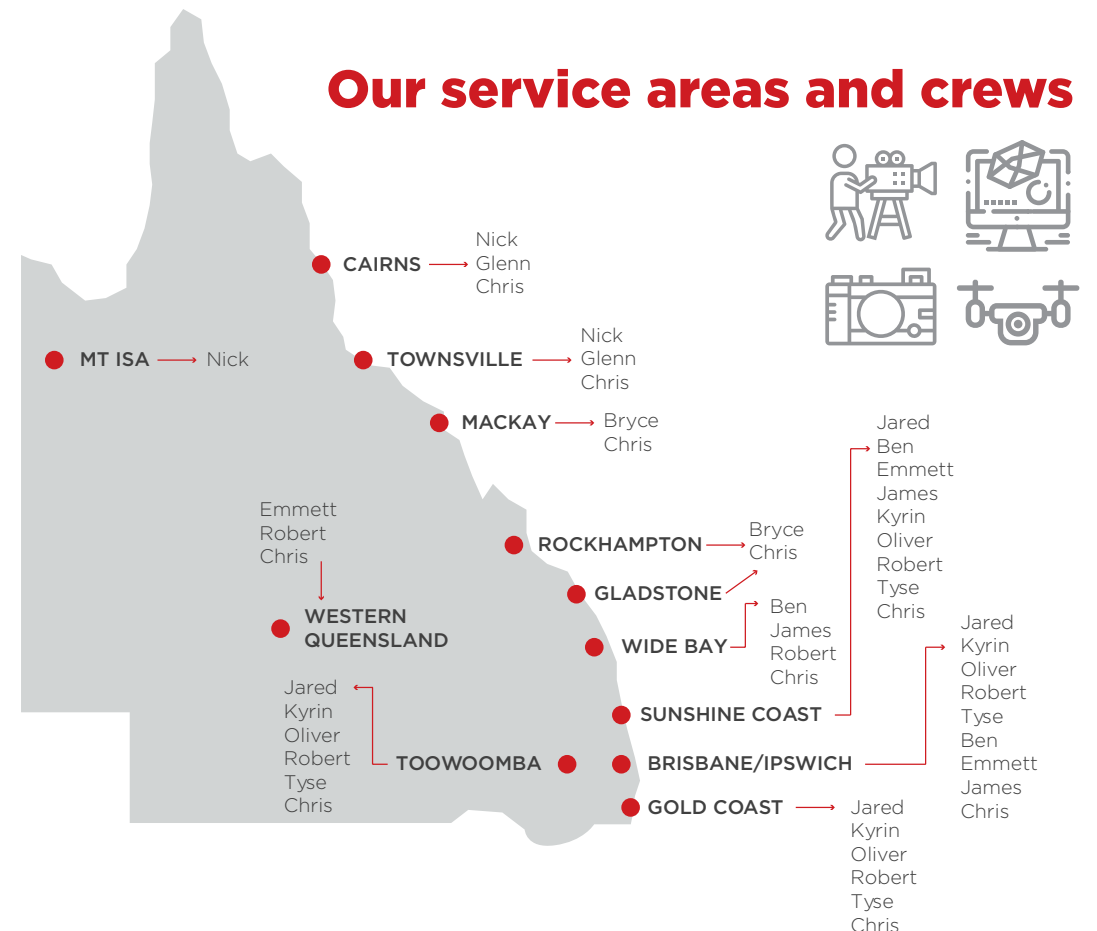


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Market to Market believes in the economic benefits of working with local film and photography crews to assist and support local economies and reduce travel and production costs. Our team is here to assist across Queensland.



Our crews and production capacity and capabilities are always under review and continuously updated.

# Department of Agriculture and Fisheries

## AgTech



### **Technology in the agriculture industry is an important economic driver in Queensland, and throughout Australia.**

In June 2020 Market to Market Communications was commissioned to assist the Department of Agriculture and Fisheries in telling a story by filming four technology-based videos across Queensland in Bowen, Goondiwindi, and north of Toowoomba.

Market to Market worked with departmental staff to identify suitable farmers and technology service suppliers to tell their stories. From there, contact was made with the identified organisations and a list of questions and a filming plan was developed.

Storyboards were created for each project, and two videographers local to each location were engaged using Market to Market's Screen Collective service.

### **How the Screen Collective can create efficiencies for you**

Many Screen Collective videographers and photographers are based in regional areas. In this case, by tapping into the network Market to Market was able to save the department thousands of dollars in travel and accommodation costs compared to using a Brisbane-based team.

A plan was put in place to collaborate with videographers Bryce and Emmett to ensure they used the same video camera equipment, and the same shutter speed and filming style, so the viewer could not see a noticeable difference between the four videos.

Working this way saved the client time and money by filming all four videos in the same week, with the first full rounds of proofs delivered within seven days of filming.

# Department of Agriculture and Fisheries

## INFARM - GOONDIWINDI

This film discusses the benefits (particularly relating to costs and efficiencies) of adopting drone-to-tractor technology to detect and spray for fallow weeds, and assist in terrain modelling.

It also documents the challenges that led each agribusiness to seek an alternative solution to what was commonly available in the market. The film also touched on the problems solved and the cost/efficiency savings achieved, which in turn contributed to the viability and profitability of the business.

The shoot for this film was undertaken a day after the region had experienced a significant rain event, hampering access to the site. Due to short lead times for the delivery of the video and the availability of participants, Market to Market's team continued with the shoot and worked around the issues of mud and inability to access certain areas.



**VIDEOGRAPHER:** Emmett

**EDITOR:** Emmett



# Department of Agriculture and Fisheries

## MARTO'S MANGOES - BOWEN

This film tells the story of Marto's Mangoes' commitment to technology and the process of creating bespoke tech solutions for their business. Highlights include the challenges that have been overcome, and what the technology means for their business and customers in the future.



**VIDEOGRAPHER:** Bryce

**EDITOR:** Emmett



# Department of Agriculture and Fisheries

## LYRO AND SUNNYSLOT PACKHOUSES - RAVENSBOURNE

This film documents the learning journey of adopting new AgTech for both the technology business and agribusiness. It discusses the grower's commitment to technology within their business and the industry, and what robotics could potentially mean for the business in the future.

A major production challenge was the coordination of filming at the LYRO and Sunnyspot packhouses during peak avocado season. Short timeframes and limited availability of the participants meant Market to Market had to work smart and quickly in order to cause as little disruption as possible to the business. Furthermore, the LYRO Robots had to be transported from Brisbane and set up at the packhouse (for the first time) two days prior to filming.



**VIDEOGRAPHER:** Emmett

**EDITOR:** Emmett



# Department of Agriculture and Fisheries

## GOANNAAG AND FAIRFIELD FARMING CO - GOONDIWINDI

This film discusses the business and environmental improvements made by adopting sophisticated monitoring and connectivity technology by documenting the benefits of real-time monitoring to improve business efficiencies.



**VIDEOGRAPHER:** Emmett

**EDITOR:** Emmett



# Contact us

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