

MEDIA RELEASE – FOR IMMEDIATE RELEASE

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Bringing Digital Technology to the Grain Market

The Australian Grain industry is moving ahead with a plan to capture the benefits and emerging opportunities created by digital image recognition technology. This technology involves the use of digital images to assess grain quality attributes and defects in samples of grain.

“Advancements in the accuracy of digital image recognition technology have enormous potential to improve the speed, accuracy and consistency of grain quality testing” said Grain Trade Australia CEO Pat O’Shannassy.

Existing processes for some grain quality tests rely on visual examination or other testing methods and have remained the same for many years. The challenge with the adoption of new technology across the industry is to develop a Standard and an agreed process to ensure the consistency and accuracy of new equipment before it comes on the market.

Researchers and technology providers are keen for the industry to adopt digital image recognition technology. However, there is currently no Standard and implementation framework to support its acceptance and uptake across the grain industry.

“In the absence of an agreed process across industry for deployment, we can view the new technology like the introduction of the motor car in a country where there are no road rules, no mechanics and it can’t be driven because the roads are only suitable for horses” said Mr O’Shannassy. “Grain Trade Australia is proposing an industry Standard and supporting framework to enable the digital assessment and transformation of quality and phytosanitary components of the Australian grain testing and certification processes – for domestic and export grain. The Standard will enable both government and commercial companies to adopt a uniform system for assessing, approving and maintaining emerging digital imagery grain assessment technology.”

“Having consistency across the various grain supply chains is important for all stakeholders and the facilitation of trade” Mr O’Shannassy said.

The next steps are to draft the Standard and supporting framework and then operate a pilot program to test the process. Grain Trade Australia will lead discussions with key industry specialists during drafting of the Standard and in advance of the pilot program.

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About GTA

GTA is a national trade association/peak body and is the focal point for the commercial grains industry within Australia. The role of GTA is to provide a framework across Industry to facilitate and promote the trade of grain. GTA Members are drawn from all sectors of the grain value chain from production to domestic end users and exporters. GTA has over 270 organisations as Members. Their businesses range from regional family businesses to large national and international trading/storage and handling companies who are involved in grain marketing activities, grain storage, human and stock feed milling. GTA Members are responsible for over 95% of all grain contracts, grain storage and freight movements made each year in Australia. GTA is a leader in international grain trade issues through its founding and active membership of the International Grain Trade Coalition (IGTC). A list of GTA Members can be found at www.graintrade.org.au