From early 2000’s as members of the University of Western Sydney’s research team, within the School of Computing Engineering and Mathematics, we have studied small to medium and family operated businesses. In particular, we have studied their day to day operations and decision making processes.

Furthermore as a part of this project, we have studied implementation, acceptance and suitability of the technologies that can be used to automate, speed up operations, reduce waiting times, and just simply make production and delivery more reliable and predictable.

Recently, we have studied farmers in developing countries and have been searching for the ways how to minimise overproduction, stabilise market fluctuations, enhance processes of seed selection and crop yield.

Aim of this project was primarily to supply farmers with the required, context and situation specific information in the right time, so that they can make informed decisions.

Initially we would like to study daily farm operations, so that we can understand when decisions are made, how they are made and what data is required to make informed decisions in a specific context.

To do this, we would greatly value your knowledge skills and expertise. We are aware that technology alone cannot substitute knowledge shared through generations but we believe that it could assist in aggregating the context specific information, decision making, disease and pesticide testing, crop forecasting, irrigation demands and much more...

We will not know where and how unless we embark on this journey together.

Thank you so much!

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