

Final Report

Digitisation of East Gippsland Vegetable Innovation Days

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EGVID Pty Ltd

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VG19001

Project:

Digitilisation of the East Gippsland Vegetable Innovation Days (VG19001)

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Summary

The 2020 East Gippsland Vegetable Innovation Days was huge undertaking for the EGVID committee to organise, facilitate and coordinate due to the extensive scope of the week-long event, doubling the size of the 2017 event. The 2020 event was greatly impacted by the COVID-19 pandemic restricting travel movements and gatherings, as such the EGVID committee was able to diversify and extract value from the existing trial plots and arranged speakers by capturing this information in video format.

This project supported the event through the production of 25 videos capturing footage and audio of the site, varietal, agricultural chemical, fertiliser, covercrop and biostimulant trials. These videos have been made freely available to the Australian Vegetable industry, provided to Hort Innovation and AUSVEG is hosting these videos on the purposely built website (<https://ausveg.com.au/innovation-days-search/>)

These videos provide a valuable lasting legacy of the EGVID 2020 event for growers and whole of industry to use as a point of reference into the future

Keywords

EGVID – East Gippsland Vegetable Innovation Days

ISC – International Spinach Conference

Introduction

The East Gippsland Vegetable Innovation Days were born out of the need to provide a visual guide to what is available in the Australian market and give suppliers the chance to show new or trial product that could be of interest to the producer. What started out as a paddock of varietal trials of leafy vegetables, has now grown to encapsulate all vegetable production, agricultural chemical trial sites, equipment displays, R&D presentations, speaker sessions, and a paddock to plate event.

Andrew Bulmer, Director Bulmer Farms and Agronomist Stuart Grigg developed the East Gippsland Vegetable Innovation Day concept, delivering the highly successful inaugural 2014 East Gippsland Leafy Vegetable Innovation Day and subsequent 2017 East Gippsland Vegetable Innovation Days. The 2014 event was attended by 350 industry people over one day, after much consultation the 2017 event was extended over 2 days and attended by over 600 delegates.

Industry had indicated continued support for the 2020 event which was planned to have a significantly expanded scope. The field days were being designed to showcase the Australian vegetable industry and offer a unique experience of all seed, agricultural chemical and service providers together in the one location. The varietal trials (including, but not limited to, celery, beans, brassicas, herbs, bunching vegetables, lettuce and leafy vegetables) were to be the primary focus of the 3-hectare site. The site was to also host several industry trials, machinery demonstrations, a main event hub with regular research and knowledge transfer presentations. The EGVID site was trimmed back to specific varietal and production related trials with a focus on key deliverables to the vegetable growing community.

In light of the COVID-19 pandemic and instead of cancelling the event entirely, the EGVID committee adapted to a more digital format and capture video footage of the site, varietal and production related trials so that it may be shared online with the vegetable industry and for perpetuity.

Methodology

A professional with skills in videography was engaged to work with the project team to determine the content of 25 videos, capture footage as required and edit the footage into videos suitable for online publication.

Horticulture Innovation branding guidelines were followed in production of the videos and acknowledgement of the vegetable R&D levy contribution will be made on all project outputs as per the branding guidelines.

Draft copies of each video were provided to the Hort Innovation Communications team for their approval, prior to finalisation and release.

The videos have been made freely available to the Australian Vegetable industry and have been provided to Hort Innovation and AUSVEG for hosting on their websites (<https://ausveg.com.au/innovation-days-search/>)

10 industry stakeholders who have downloaded the videos were contacted by the project team and asked some targeted questions and gather feedback. Key evaluation questions centered on whether videos are a useful way to extend information and the pros/cons for users.

A media release has been supplied by the project to Hort innovation and AUSVEG to assist in promoting the videos, once available online. EGVID also has a significant presence in the social media space has been further utilised to promote access to the videos

Outputs

Videos –

25 professional quality videos capturing key seed demonstrations and production trials from the EGVID site. These videos comply with Hort Innovation branding guidelines, have been approved by Hort Innovation and were supplied to Hort Innovation for publishing on the Hort Innovation website. The videos have also been made available to AUSVEG for publishing on their website. (<https://ausveg.com.au/innovation-days-search/>)

A total of 54 videos were produced out of the EGVID 2020 site, all of which are now hosted on the AUSVEG website via the EGVID Youtube channel.

The 10 participating seed companies each had the opportunity to present product lines (a video of each was produced). Several companies chose to pay for additional videos to be produced. Each of these videos were up to 5 minutes long and follow the prescribed structure –

- Introduction and welcome from one EGVID Committee member, including an acknowledgement of the major sponsors - Hort Innovation and Corteva – and an even distribution of the Key Event Sponsors.
- Video content from the site.
 - Seed companies were able to present approximately 3 minutes of content
 - AgChem companies were able to present up to 5 minutes of content
- All sponsors displayed over the top of East Gippsland promotional material

The remaining 8 videos were presentations of each of the crop input demonstration sites. They also followed a consistent structure –

- Introduction and welcome from one EGVID Committee member, including an acknowledgement of the major sponsors - Hort Innovation and Corteva – and an even distribution of the Key Event Sponsors.
- Video content from the site.
- All sponsors displayed over the top of East Gippsland promotional material

Media –

A media release was supplied to AUSVEG to assist in promoting the videos (this media release is also attached to this report for Hort Innovation's use). EGVID also has a significant presence in the social media space which will continue to be utilised to promote access to the videos.

AUSVEG published significant promotion in their Weekly Updates in the lead-up, during and the months following the event. Further to this, an article was printed in the Spring edition of Vegetables Australia, as well as significant promotion in Good Fruit and Vegetables (full article also attached to this report)

The release of the videos has also been shared on EGVID's social media channels (Twitter, Facebook and Instagram) as well as emails to attendees, sponsors and VegNET contacts.

Trailer of video library available at: <https://youtu.be/hzoPAJhISv8>



EGVID 2020 @EGVID2020 · Aug 18 ⋮

Check out the videos from [@EGVID2020](#) ON THE [@AUSVEG](#) website, Thank you to all the partners, sponsors and participating seed and crop improvement companies of EGVID 2020 for their flexibility and willingness to support the evolved virtual format of EGVID ausveg.com.au/innovation-day...


SEARCH BY TITLE/DESCRIPTION

Home > EGVID 2020 Videos

EGVID 2020 Videos

Welcome to EGVID Virtual – bringing seed and crop improvement demonstrations to you from the East Gippsland Vegetable Innovation Days 2020 (EGVID 2020) site in Lindenow, Victoria.

Thank you to all the partners, sponsors and participating seed and crop improvement companies of EGVID 2020 for their flexibility and willingness to support the evolved virtual format of EGVID.

We hope that these videos are of benefit to all those who view them, now in 2020 and into the future.

Please help us out by providing feedback through this survey.

Supporting Partners






Major Sponsor



By Crops	By Seed Company	By Crop Input Demo	By Description
<input type="checkbox"/> Baby Cos Lettuce	<input type="checkbox"/> Iceberg Lettuce		
<input type="checkbox"/> Broccoli	<input type="checkbox"/> Kale		
<input type="checkbox"/> Bunching Broccoli	<input type="checkbox"/> Multileaf Lettuce		
<input type="checkbox"/> Cabbage	<input type="checkbox"/> Onion		
<input type="checkbox"/> Cauliflower	<input type="checkbox"/> Radicchio		
<input type="checkbox"/> Celery	<input type="checkbox"/> Salanova		
<input type="checkbox"/> Chard	<input type="checkbox"/> Specialty Lettuce		
<input type="checkbox"/> Chinese Cabbage/Wombok	<input type="checkbox"/> Spinach		
<input type="checkbox"/> Cos Lettuce	<input type="checkbox"/> Wild Rocket		
<input type="checkbox"/> Crunch Lettuce			

Major Supporters




Key Event Sponsors





💬
↻ 7
❤️ 5
📤

Twitter announcement

↻ EGVID 2020 Retweeted

 **AUSVEG** @AUSVEG · Aug 28 ⋮

If you missed out on the 2020 East Gippsland Vegetable Innovation Days @EGVID2020, a library of professional videos produced from the event is hosted on the @AUSVEG website: bit.ly/2YISyyB

Search videos by crop, seed company, crop input demo & description.

[@Hort_Au](#)



0:29 235 views sveg.com.au/innovation-days-search/

💬 6 🍷 8 ↗

Twitter promotion shared by AUSVEG

Outcomes

Despite most industry members not being able to access the EGVID 2020 site in person due to the COVID-19 Pandemic, this project enabled the entire Australian vegetable industry access to the current varietal and crop input demonstrations which were on display. The project provided the EGVID committee to undertake action-research by way of using this online format for the first time, the learnings from which the entire industry is likely to benefit.

Survey results demonstrated that the videos were useful to viewers, with a significant number of the respondents using them to inform conversations with seed and crop input companies.

This project was a significant component of the adapted East Gippsland Vegetable Innovation Days, the other two major components being –

- Attendance by a limited number of growers to view the demonstration sites in person
- Live streams and interviews from the site which were published on Facebook by both the Organising Committee and Soil Wealth and Integrated Crop Protection - Phase 2 (VG16078)

Immediate anecdotal feedback from those who attended the event in person was overwhelmingly positive. Company representatives and growers alike found the opportunity to engage onsite with each other particularly valuable due to lesser numbers therefore increasing the time available for conversation.

Interaction with social media and other anecdotal feedback indicated that industry members near and far found value and optimism in the successful delivery of each of the components of EGVID during the COVID-19 Pandemic, when most events were forced to be cancelled and growers were experiencing the impact of hospitality closures and other impacts from the Pandemic.

“Given Covid and the restrictions on travel I could not travel interstate for the days. the video format and quality was fantastic, gave me all the necessary information and was nearly as good as being there! Being able to reference these videos is a great benefit as well.”

“The EGVID is a major calendar milestone event. The professionalism of the organising partners and participating business' is second to none and everyone involved should be congratulated. This is particularly the case given the circumstances around Covid-19. The ability of the team to respond and pivot to still produce value for the industry nationally is seriously impressive.”

A huge thanks to the EGVID committee for the innovation and effort to make this virtual day successful.

Outcomes from the project include:

- Current varietal and research information made available to Australian vegetable industry
- Increased opportunity for digital technology to be applied/tested in the vegetable industry
- Increased knowledge of vegetable industry members to support more profitable and sustainable business decisions
- An opportunity to focus industry attention on an improved future, during what is expected to be a time of great stress and uncertainty

Industry adoption –

Immediate adoption of the 25 videos was by AUSVEG and others deemed suitable by the project team to host the videos online (many seed companies have used the videos internationally with much acclaim)

The target audience for these videos is Australian vegetable producers, processors, industry service providers and researchers using the existing industry communication channels developed and maintained by Horticulture Innovation, AusVeg and any others that are deemed suitable by the project team.

Because video hosting is not part of this project, the uptake of the videos will be largely unknown. It will be suggested to organisations that host the videos that the webpage hits and downloads be monitored as a means of assessing

uptake/adoption.

The use of Youtube as the video hosting service provides an up-to-date insight into the video viewers through its comprehensive analytics. As at October 2020, there have been a total of 3,955 views of EGVID 2020 channel's video. 11 videos have received over 100 views, three videos have been viewed more than 200 times, with the most popular – HM. Clause: Cauliflower – having 422 views so far.

Further analysis of the most popular videos shows how many viewed the videos in their entirety, and up until the end of the Main Feature.

Video	Total views	No. of viewers who watched to the end of main feature (seed or agchem company)	Average view time (percentage of whole video)
HM. Clause – Cauliflower	422 views	109 viewers (26%)	40.5%
RZ Salanova Baby Butter and tender leaf	211 views	82 viewers (29%)	34.3%
RZ New Celery	208 views	90 viewers (43%)	54.5%
RZ New iceberg varieties	187 views	71 viewers (38%)	43.4%
RZ Innovation in baby and crunchy lettuce	149 views	47 viewers (32%)	41.1%

Youtube analytics also provide the source of the traffic, with most views (42.7%) being via the AUSVEG website. However, as also evidenced above, some individual companies have embedded their videos in their own websites, or shared and promoted their own videos effectively in other ways. For instance, 5% of traffic (66 viewers) were via Rijk Zwaan's website.

Monitoring and evaluation

The EGVID committee was involved in determining the content of each video to ensure that it captured the correct footage and covers pertinent content for the target audience.

Draft copies of each video were provided to the Hort Innovation Communications team for their approval, prior to finalisation and release.

Each video went through an approval process which involved approval of a script/plan prior to filming at the event, and videos were approved by each company, the EGVID Committee and the Hort Innovation Communications team post-production, prior to public release.

Key evaluation questions centered on whether videos have been a useful way to extend information and the pros/cons for users.

A survey (see Appendix...) was conducted simultaneous to the release of the videos. This survey was published using Microsoft Forms, with the link provided alongside each video on the AUSVEG website. The committee has reason to believe that some responses to the survey were not submitted properly, however it is not possible to know for sure due to the anonymous nature of the survey.

10 industry stakeholders who have downloaded the videos were contacted by the project team to be asked some targeted questions and gather feedback

Ten survey responses have been received by the Event Coordinator. Overall, the usefulness of the videos was measured as an average of 8.4 on a scale of 0 to 10 (where 0 is not useful at all and 10 is extremely useful), with the most useful aspect of the videos being described as –

- Simply being able to have access to the demonstration site, despite not being able to visit in person
- The ‘evergreen’ nature of the videos enables industry members to be able to come back to them as a reference library, and to be able to share them
- The technical information that the videos presented, including disease resistance, bolting, reference to growing seasons
- Being able to directly compare different companies’ products

In addition, respondents were asked specifically if the Agricultural Chemical, Fertiliser and Stimulant trial plots were useful, as they had been a new inclusion for EGVID 2020. 8 out of 9 respondents said that they found these videos useful. 4 out of the 10 respondents have already or plan to make contact with at least one of the participating seed companies, with the other 6 respondents not sure yet. 5 out of the 10 respondents have already or plan to make contact with at least one of the crop input companies; 3 aren’t sure yet and 2 don’t plan to at all.

Additional feedback included suggestions to –

- “Keep them short, sharp and focused”, and if possible, not include or lessen the length of sponsor acknowledgements
- Incorporate catalogue information for reference
- Diversify further with the inclusion of varieties and demonstrations for organic growers
- Inclusion of graphs and animations, and reference to verified trial results and data to back up company claims

The videos, consistent with the overall event, received overwhelmingly feedback from growers and other industry stakeholders, with most commenting on the Committee’s resilience and professionalism to continue delivering outcomes for the industry despite the COVID-19 Pandemic and associated disruptions.

Recommendations

- As a side, the live feeds from the EGVID site over the 3 days were excellent however some of the audio was a little challenging to hear. A greater focus on audio capture will be needed in future events (not part of the project)
- the virtual videos worked quite well but we missed the networking component of the event (not part of this project)

Refereed scientific publications

Nil

References

Nil

Intellectual property, commercialisation and confidentiality

No project IP, project outputs, commercialisation or confidentiality issues to report

Acknowledgements

EGVID wishes to acknowledge the following parties:

- Bulmer Farms for Hosting EGVID 2020
- AusVeg for hosting the EGVID 2020 videos
- Hort Innovation for being versatile and able to help EGVID adopt to the changing deliverables of EGVID 2020
- The Victorian Government and East Gippsland Shire Council for providing financial assistance to assist with funding EGVID 2020
- Victoria Police for their support in delivering EGVID 2020 allowing up to 50 people on site at any one time during the 3 days under EGVID's Covid management plan
- All investors, sponsors, exhibitors and attendees for being flexible during bushfires and drought then the Covid pandemic

Appendices

EGVID wrap – Good Fruit & Vegetables May 2020

An engaging online presence allowed the East Gippsland Vegetable Innovation Days to deliver significant benefit to the horticulture industry last week, whilst adhering to strict rules to comply with COVID-19 regulations.

The event pivoted to be a national demonstration and data collection site on the 5th, 6th and 7th of May, but in a series of regular live events every day on social media, was able to connect thousands of people from near and far via the small screens of their smartphones.

Through careful consultation with relevant authorities, permission was granted to allow a maximum of 50 people on site at a time, with strict adherence to social distancing and hand hygiene rules.

The feedback from the three days has been positive beyond expectations.

Growers, together with the participating seed and agricultural chemical company representatives, indicated that the limited numbers allowed them to engage in longer, more open conversations, affording everyone the time and space to talk privately about varieties and data.

It is feedback that is music to the ears of the Organising Committee, and a fitting reward for the twelve months of planning and countless man hours that had been invested into making the site the spectacle it was for the first week in May.

“We were really pleased to be able to give the industry access that has still been very worthwhile, as well as driving huge increases in virtual engagement via our social media across the three days “ said EGVID Co-Director, Stuart Grigg.

And the online access to the data, learnings and insights will take on another dimension in the coming months, with a big library of professional videos produced from the event set to be hosted on the AUSVEG website.

The content will include in depth discussion about varieties and products, accompanied by virtual tours of individual company plots, creating a valuable reference point that will be available for many years to come.

Spread across two hectares in Lindenow, the EGVID site featured over 1500 lines including lettuce, cauliflower, broccoli, baby spinach leaf, kale and celery, as well as a number of different herbs.

And the plans for 2023 ? They're up for discussion, according to EGVID Co-Director Andrew Bulmer.

“There's been some fantastic learnings in how we successfully adapted for this event that if we go again in three years time, we'd be definitely incorporating some of those changes into a future event structure” he said.

The 2020 event was generously sponsored by Hort Innovation, Corteva, Agriculture Victoria, East Gippsland Shire Council and AusIndustry.

The production of the videos has been made possible thanks to the support of the Victorian Farmers Federation, OneHavest, Nufarm, East Gippsland Catchment Management Authority, Enza Zaden, AgCo, Boomaroo and Grolink.

The online library will launch on the AUSVEG website in the coming months – there is a huge amount of footage to edit & produce!

AusVeg article (feature story) – August 2020

FEATURE STORIES



EGVID 2020 videos hosted on the AUSVEG website

If you missed out on attending the industry-funded 2020 East Gippsland Vegetable Innovation Days (EGVID) in May, a library of professional videos produced from the event is hosted [here](#) on the AUSVEG website.

Spread across two hectares in Lindenow, Victoria, the expansive in-field EGVID grow site featured over 1,500 long and short cycle vegetable lines including lettuce, cauliflower, broccoli, baby spinach leaf, kale and celery, as well as a number of different herbs.

The suite of videos capture valuable data, learnings, insights and in-depth discussion about varieties, agricultural chemical and fertiliser trials, and microbial and biostimulant products. These are accompanied by virtual tours of individual company plots, creating a valuable reference point that will be available for many years to come.

The evergreen online content showcases collaborations with key industry stakeholders to highlight innovation, food security, sustainability, future farmers and well-being.

The user-friendly interface allows you to search the videos by **crop**, **seed company**, **crop input demo** and by **description**.

The 2020 event was sponsored by Hort Innovation, Corteva, Agriculture Victoria, East Gippsland Shire Council and AusIndustry. The production of the videos has been made possible thanks to the support of the Victorian Farmers' Federation, OneHavest, Nufarm, East Gippsland Catchment Management Authority, Enza Zaden, AgCo, Boomaroo and Grolink.

[Click here](#) to start browsing the [EGVID 2020 videos](#) on the AUSVEG website.

EGVID virtual survey (copy of) – Microsoft Forms

Feedback about EGVID Videos

Please respond to this short survey to let us know whether EGVID Virtual has been a useful resource for you.

Thanks for your support.

The EGVID 2020 Organising Committee

1.Which group best describes your role?

Farm Owner / Manager

Farm employee

Consultant

Industry Representative

Government employee

Other

1 2 3 4 5 6 7 8 9 10

These videos were a new way to deliver information from the EGVID trials and demonstration sites. Overall, how useful are these videos on a scale of 0 to 10, where 0 is not useful at all and 10 is extremely useful?

2.

3.What was the most useful aspect of the videos?

10/28/2020

Do you plan to make contact with any of the seed companies whose videos you viewed?

4.

Yes

No

Not sure yet

Do you plan to make contact with any of the crop improvement companies whose videos you viewed?

5.

Yes

No

Not sure yet

The Agricultural Chemical, Fertiliser and Stimulant trial plots were a new addition to EGVID 2020. Did you find these videos useful?

6.

Yes

No

If we were to develop a video library again, is there anything that we should do differently?

7.

10/28/2020

This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.

Microsoft Forms

8. Do you have any other feedback that you'd like to share?
10/28/2020