

## Unlocking the Power of Digital for the Chicken Meat Sector

### Workshop outline

6 November 2019

At Food Agility CRC offices, at UTS campus, Sydney.

09:30 – 15:30, lunch provided.

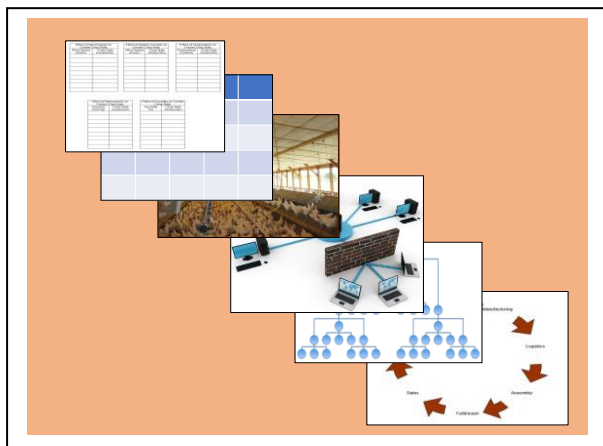
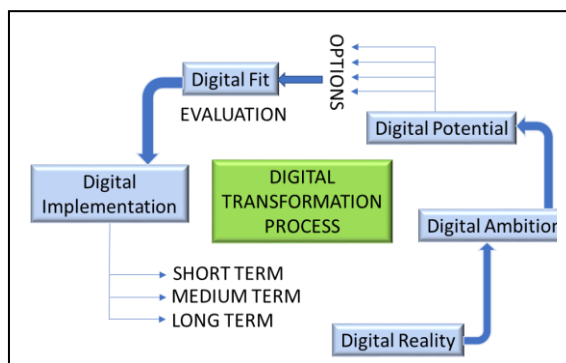
#### A. Digital transformation: the process and stages

*The steps in digital transformation need to be interpreted for chicken meat*

#### B. What does success look like in digital transformation of chicken meat inputs, production and processing?

*What benefits will be generated by a successful digital transformation?*

*An earlier Agrifutures report identifies several industry topics where digital transformation could yield benefits in chicken meat: animal welfare; animal health; shed performance; labour costs; marketing. Are these correct today?*



#### C. What is the key data in the supply chain and production system? How does this data map to supply chain tasks?

*What is the important data and how is it used along the supply chain and within management systems?*

#### D. What are the benefits and costs of change?

*How does this change affect your business and the supply chain?*

*What risks do we run?*

#### E. What are the key transformations needed to unleash the power of digital?

*What opportunities exist?*

*What barriers exist?*

*What is the best approach?*

*What do we know and not know?*

#### F. What are the next steps?

