

Thinking Ahead to 2025

with **TIM GENTLE**

INNOVATION and TECHNOLOGY in the AGRICULTURAL INDUSTRY

WHAT would you DO if YOU WON a BUS?

I DID!

So I CREATED

ROCKY

the THINK DIGITAL **VIRTUAL REALITY**

Bus

V.R. WORKS

Immersive

Interactive

WE HAVE **200** EXPERIENCES CURRENTLY BEING USED in **Schools + TAFEs**

TEACHING KIDS

about

CANOLA



BEEF

WHEAT

LAMB

FORESTRY

BECAUSE it's REALLY LIKE BEING THERE!

WE KNOW BECAUSE WE ASKED THEM!

CHANGES HOW PEOPLE Think!

★ **ATTRACTING YOUNG PEOPLE** to AGRICULTURE

★ UNDERSTAND **WHERE** YOUR FOOD COMES FROM



The Australian Grains Industry Conference

2019

