

What success looks like in the paddock.

The proof is not technology deployed. It is a Farmer or Agronomic Adviser who can see, decide, act and show what changed.

SEE

DECIDE

ACT

PROVE

A practical standard for every IIG initiative.

Success starts before the decision point

Good systems bring the relevant issue and trusted facts into view soon enough for judgement to matter.

EARLIER SIGHT

“We saw the issue earlier.”

TRUSTED FACTS

“We had the facts we needed.”

The point is better judgement — followed by action

Technology should make the Farmer and Adviser more capable, not sideline their judgement or create another approval loop.

BETTER JUDGEMENT

**“We made the decision
with less guesswork.”**

TIMELY ACTION

“We acted in time.”

The result must be provable — without more paperwork

Useful evidence is created while the work is being done, then reused for advice, assurance, compliance and learning.

EVIDENCE THAT STANDS UP

“We can show what happened and why.”

BETTER BUSINESS, NOT MORE ADMIN

“The process improved the business without creating more administration.”

OUR COMMITMENT

The Industry Innovator Group (IIG) will pursue fewer, better workflows that help farm businesses make stronger decisions under pressure.

OUR STANDARD

**Less guesswork.
More groundwork.
Better decisions, made earlier,
with the evidence to stand behind them.**

Every proposed workflow must earn its place against this standard.