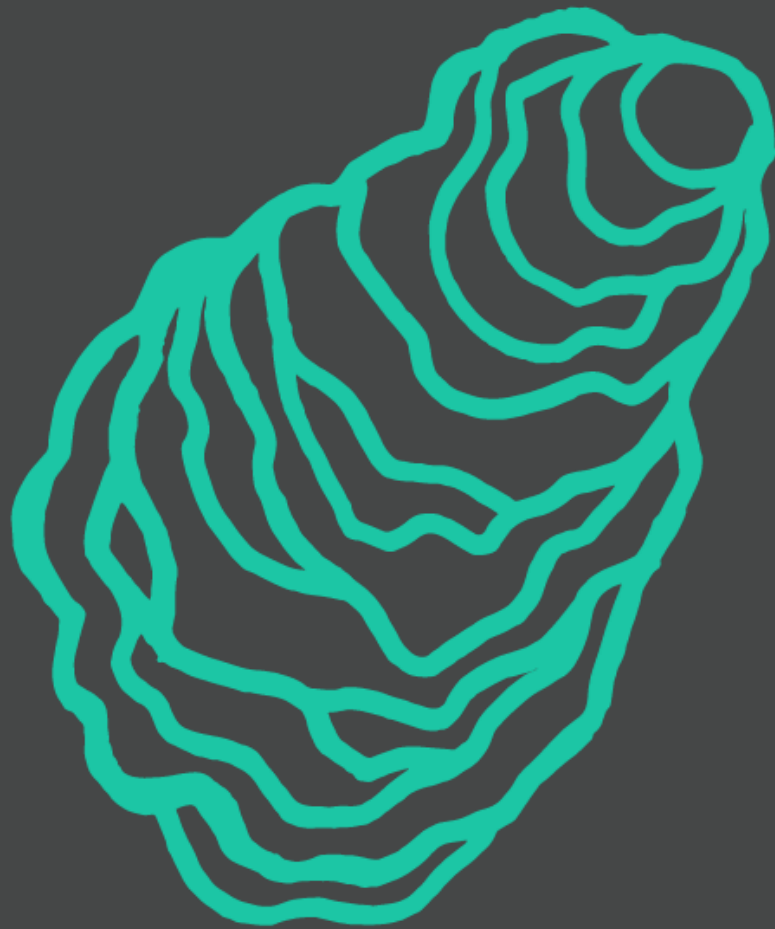
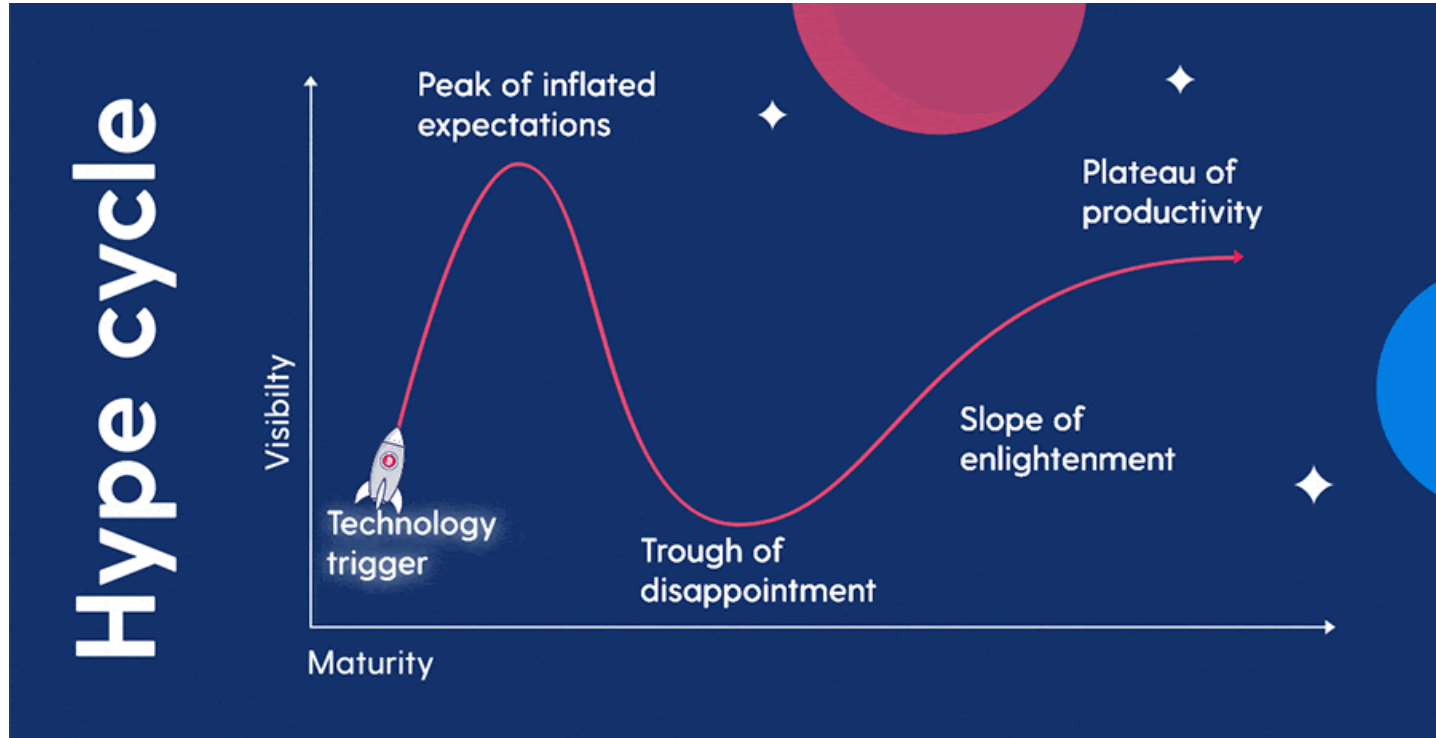


**ocean  
farmr**

**we grow the farms  
that change the world.**



Transformation, a long journey, and we're just starting....



ewan



**oceanfarmr**

heidi



oceanfarmr

# Finding the right digitalisation problem

**practice and  
operations**

**product and  
production**



# What we did

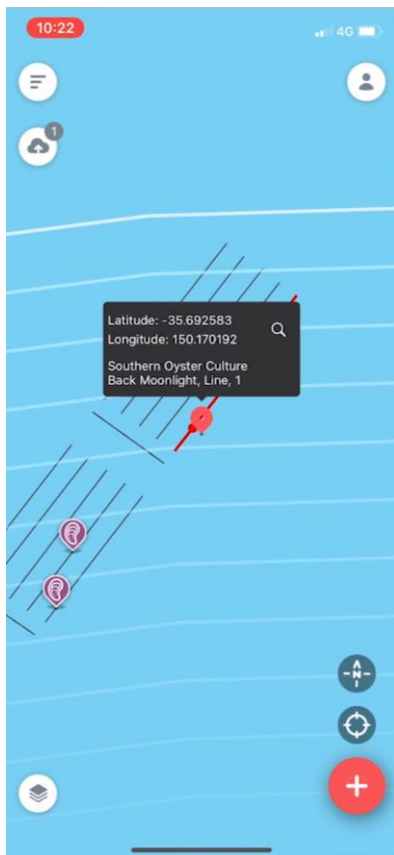


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RECORD INVENTORY  
IN  
REAL-TIME

oceanfarmr



11:06 4G

< Add report details

NO OF UNITS \*

50

STOCK DENSITY: UNIT OF MEASURE \*

☒ Ave no of oysters

STOCK DENSITY: AMOUNT \*

100

NOTES

PHOTOS

FILE ATTACHMENT

REPORT STATE

INSPECT IN 12 WEEKS

SUBMIT

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## Overview Dashboard: OysterLife



Welcome Back, Dane

## OysterLife

OysterLife Overview

\$882,276.90

Total Value

24,521

Number of Units

402,815

Total Dozen Oysters

23,768

Oysters Require Attention

3,951

Units Require Attention

11

Biofouling Tasks Require Attention

13

Maintenance Tasks Requiring Attention

## Gear Usage



Deployed

21,574

Total Units

30,318

## Farm Capacity



Spaces in Use

19,581

Total Spaces

83,914

## Farm Activity Feed

- Adrian K. created a report  
A crop-oysters report was created by Adrian K. on Nursery Lease,Line,16b. an hour ago
- Adrian K. created a report  
A crop-oysters report was created by Adrian K. on Nursery Lease,Line,16a. an hour ago
- Adrian K. created a report  
A crop-oysters report was created by Adrian K. on Nursery Lease,Line,15b. 2 hours ago
- Adrian K. created a report  
A crop-oysters report was created by Adrian K. on Nursery Lease,Line,14a. 2 hours ago

## Overview Dashboard: OysterLife



## Stock Finder

OysterLife ▾

OysterLife - 2019 SRO WC ▾

Keyhole ▾

Unit Type ▾

Size ▾

State ▾

15,919

Total Dozen Oysters

1,975

Number of Units

\$58,468.80

Total Value

Crop Name	Location	Unit Type	Size	State	Days in Water	Last Change	Last Edit	No. of Units	Total Dozen Oysters	Notes
OysterLife - 2019 SRO WC	Keyhole,Line,4b	Intertidal: Zapco 10mm	Small 45-55	GRADE IN 16 WEEKS	4	0	4	86	502	
OysterLife - 2019 SRO WC	Keyhole,Line,4a	Intertidal: Zapco 10mm	35-45 Cocktail	GRADE IN 12 WEEKS	4	0	4	43	287	
OysterLife - 2019 SRO WC	Keyhole,Line,6a	Intertidal: Zapco 10mm	Small 45-55	GRADE IN 12 WEEKS	4	0	4	24	120	HAS ORANGE TAG AS RUN OUT OF WHITE
OysterLife - 2019 SRO WC	Keyhole,Line,6b	Intertidal: Zapco 10mm	Small 45-55	GRADE IN 10 WEEKS	16	2	2	78	423	
OysterLife - 2019 SRO WC	Keyhole,Line,5b	Intertidal: Zapco 10mm	Medium 55-65	GRADE IN 10 WEEKS	16	2	2	34	170	

What did that mean for Heidi & Ewan?

# What does farm activity digitalisation enable?

**Sensor integrated operations**

Activity based traceability

**Asset utilisation based finance**

Harvest & pre-harvest reporting

Profitability based crop financing

Crop/lease profitability analysis

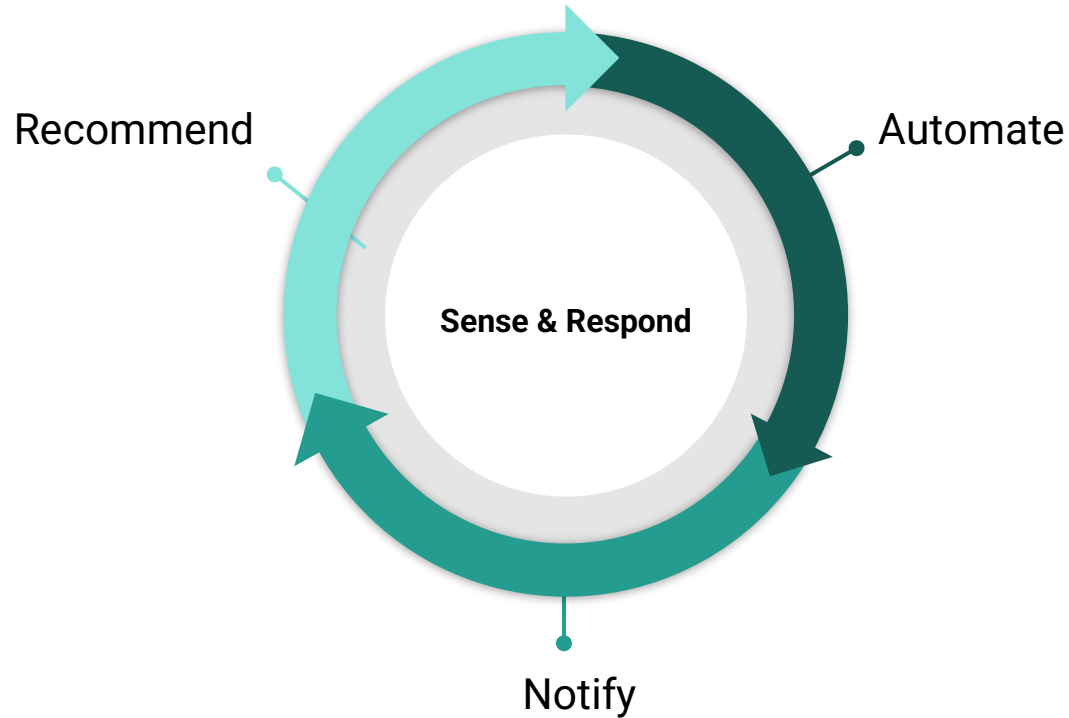
Equipment productivity

Crop profitability analysis

Farm practice IP

Practice-based benchmarking

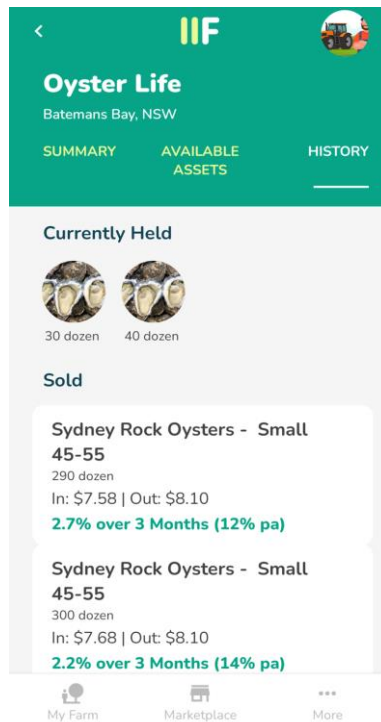
# Sensor integrated operations



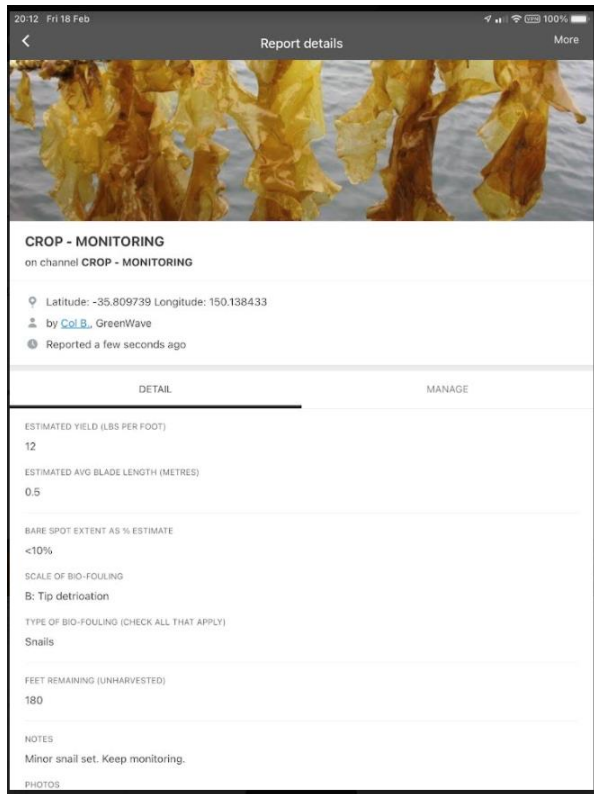
# The beer keg sensor project...



# Crop Financing Invest Inya Farmer (IIF.today)



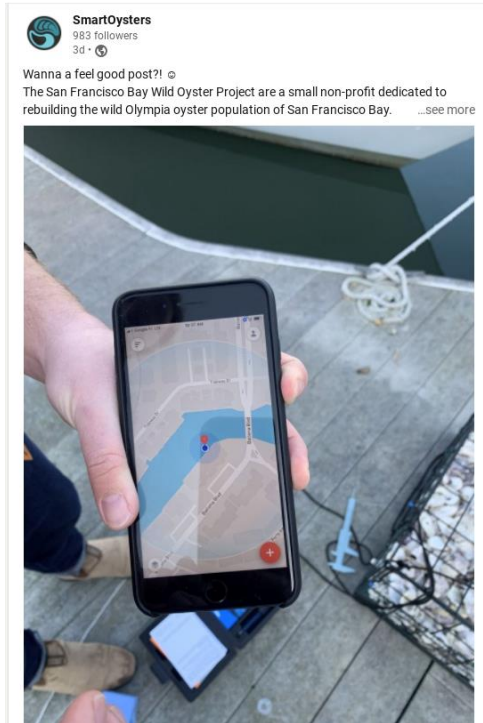
# Greenwave - regenerative oceaning farming



How do you on-board 1000's of new seaweed farmers?

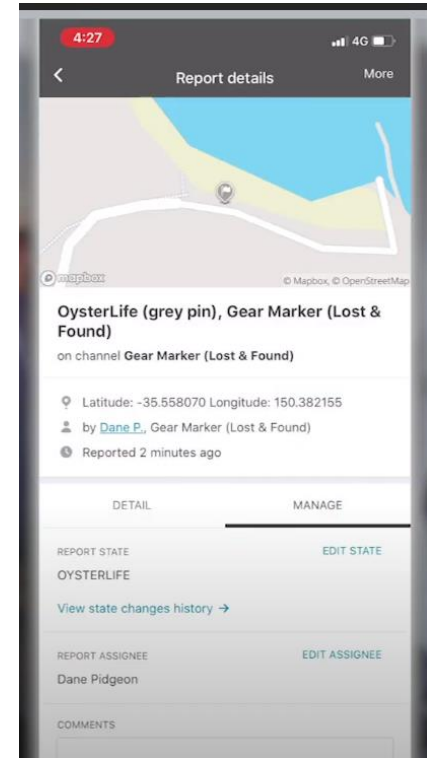
- Adopt regenerative practices
- Monitor impact
- Purchase crops

# Doing good...



## San Francisco Bay Wild Oyster Project

Gear Marker Lost & Found  
Chesapeake Bay



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Thank you

**oceanfarmr**