AgriFutures evoke AG

INVEST. INNOVATE. IMPACT.

2027 IDEATION REPORT

Shaping a challenge-led program focused on adoption, collaboration and real-world impact.

Learn more:
evokeag.com

CONTENTS

PURPOSE & CONTEXT OF IDEATION PROCESS	03
WHAT WE HEARD	06
HOST STATE RELEVANCE: SOUTH AUSTRALIA	11
NAVIGATING TENSIONS IN PROGRAM DESIGN	12
WHAT PARTICIPANTS WANT MORE OF	14
WHAT SUCCESS LOOKS LIKE AT EVOKEAG 2027	15
RECOMMENDATIONS & APPENDICES	18



PURPOSE & CONTEXT

The evoke[AG.] ideation process for 2027 was designed to help shape a challenge-led program with practical input that directly informs programming decisions and supports the event's shift toward adoption, collaboration and measurable impact.

The sessions focused on forward-looking questions:

- **What topics deserve focus in 2027?**
- **What conversations would create real value?**
- **What sessions would people make time to attend?**
- **Who and what could bring those sessions to life?**

Three facilitated ideation sessions were held in May 2026, engaging a broad cross-section of the agrifood innovation ecosystem, including producers, founders, scaleups, researchers, RDC representatives, corporates, investors, advisors and policymakers. A dedicated RDC session complemented two broader public ecosystem sessions. These workshops form part of evoke[AG.]'s broader annual evaluation process, which also draws on delegate feedback, partner debriefs, host-state insights, stakeholder engagement and internal review. The intent of the ideation sessions was to surface candid, sometimes challenging perspectives to ensure evoke[AG.] 2027 is focused on the real barriers, opportunities and collaborations that will move agrifood innovation from ideas into adoption and impact.

Across the three sessions, approximately 70 stakeholders contributed from across the agrifood innovation ecosystem. Two public sessions were held, open to the broader ecosystem and promoted through evoke[AG.]'s channels, attracting participants from producer, startup, scaleup, corporate, research, advisory and investor communities. A dedicated RDC session was held separately, with invitations extended to all Research and Development Corporations.

PURPOSE & CONTEXT

The open nature of the public sessions meant participation was self-selecting, which brings energy and candour but also means the input reflects those most engaged with evoke[AG.] rather than the sector at large. The RDC session provided a more structured lens, grounded in the research and development priorities of the corporations that underpin much of Australia's agricultural innovation investment.

For 2027, evoke[AG.] will be positioned as a challenge-led event: one that starts with the real issues shaping agrifood's future and brings the right people together to accelerate adoption, collaboration and measurable outcomes beyond the event itself.

Together, these sessions form one input into the broader program design process, which also draws on delegate feedback, partner debriefs, host-state engagement and internal review. The findings in this report should be read as qualitative, directional input rather than a representative survey.

To provide context for the qualitative feedback that follows, the benchmarks from evoke[AG.] 2026 are worth noting to the right.

These data points help ground the qualitative themes below and provide a baseline against which 2027 programming decisions can be measured.

47% of sessions were panel format; 13% were keynotes; 40% were interactive or workshop format

Average **event satisfaction score from 2026 was 6.92/10**

26.7% of delegate feedback referenced wanting more producers in the room, reinforcing a consistent view that primary producer representation at the event needs to be stronger

24% of delegate feedback referenced wanting more practical, real-world content. Feedback highlighted a desire for less 'talk' and more actionable content, including real-world case studies, live product demonstrations, and sessions showcasing technology that has been adopted on-farm with tangible results

WHAT WE HEARD

WHAT WORKED WELL

The power of convening the ecosystem

Participants consistently reinforced that evoke[AG.]'s greatest strength is its ability to bring together producers, innovators, investors, researchers, corporates and policymakers in one place. This cross-sector mix enables conversations and connections that are difficult to replicate elsewhere.

Clear strategic framing

The ongoing 'Innovate. Invest. Impact.' framing continues to resonate as a useful organising lens. Participants understood and worked within this framework when suggesting topics and priorities.

A genuine co-design approach

There was strong appreciation for the depth of consultation undertaken by the evoke[AG.] team and for the willingness to invite frank feedback. The ideation sessions themselves reinforced confidence that stakeholder input is taken seriously and influences decision-making.

Active RDC participation models

The RDC ideation session introduced previously was highlighted as a strong example of practical engagement, with at least one RDC reporting tangible leads and follow-up conversations as a direct result.

Showcasing emerging leaders

Programs such as Groundbreakers were repeatedly referenced as high-impact, emotionally resonant elements that inspire audiences and signal the future of the sector.



WHAT WE HEARD

WHAT WORKED WELL

Department of Agriculture, Fisheries and Forestry (DAFF) aligned themes resonated strongly with the audience

Across the ideation sessions, there was strong alignment around three priority themes that consistently resonated with participants: climate adaptation, productivity and food security. Stakeholders saw these as nationally significant issues for the agrifood sector and reflected them in the topics, challenges and opportunities they raised. Innovation and technology were not treated as standalone themes, but as enabling levers across each of these areas.

- **Climate adaptation:** Participants were highly engaged by discussions about how the agrifood sector can build resilience in a changing climate, from on-farm adaptation and energy transition to the supply chains and infrastructure that underpin agricultural operations.
- **Productivity:** Productivity remained a strong point of interest, particularly where innovation in systems, practices and technology could support sustainable gains for producers and across the value chain, including labour, inputs, on-farm efficiency and supply chain performance.
- **Food security:** Food security also emerged as a theme that resonated, particularly in the way participants connected climate, labour, trade, transport and farming as interdependent systems, and highlighted the role of innovation, policy and collaboration in strengthening them.

Together, these themes provided a strong indication of where audience interest is coalescing. They reinforced that stakeholders want evoke[AG.] to engage with the major challenges shaping the future of agrifood, while keeping the program grounded in practical pathways for producers, startups, researchers, investors, corporates and policymakers to collaborate, adopt and act.



WHAT WE HEARD

WHAT NEEDS TO IMPROVE

Over reliance on repeat speakers

Across all sessions, participants were clear: they want to hear from new voices. Repeat speakers are acceptable only when they bring genuinely new insights, evidence or perspectives. Repetition of familiar narratives was identified as a key contributor to disengagement.

Perceived imbalance between startups and scaleups

Several participants described evoke[AG.] as feeling overly focused on early stage startups, at the expense of scaleups and mature businesses that have navigated the path to adoption and commercial impact. This was framed as limiting relevance for corporates and producers.

Hype over practical adoption

A strong and consistent critique was the emphasis on “what’s new” rather than “what’s working”. Participants called for fewer broad or speculative topics and more grounded examples of innovation that has been adopted, used and delivered value.

Panel design and depth

Panels with too many speakers were seen to limit depth and meaningful discussion. Participants favoured fewer speakers, more time, and formats that allow for genuine exchange rather than surface level commentary.

Producer accessibility and representation

Cost, time away from farm, and perceived relevance were cited as barriers to producer attendance. Some participants felt producer voices were less visible than in earlier evoke[AG.] editions.

Program elements with diminishing returns

Live podcast style sessions were singled out as an area where saturation had reduced value, with suggestions that these formats be reduced or repositioned.

WHAT WE HEARD

WHAT NEEDS TO EVOLVE

Program content
The strongest signal across all sessions was the need to re-centre the program on impact and adoption. Participants repeatedly called for content that demonstrates:

- What problem was addressed?
- Who used the solution?
- What value was created?
- What has happened since?

This does not mean avoiding emerging technology or forward-looking ideas. It means grounding them in the problems they solve, the people who use them, and the conditions needed for adoption at scale.

There was also a call for greater accountability over time: revisiting ideas, technologies or initiatives previously featured at evoke[AG.] and examining what progressed, stalled or failed.

Format and session design
Participants favoured fewer topics explored more deeply, rather than a wide spread of sessions with limited depth. Interactive formats (workshops, roundtables, facilitated problem-solving) were seen as valuable complements to traditional panels and keynotes.
Clear signalling of who sessions are most relevant for (e.g. producers, investors, researchers) was suggested to help delegates navigate the program more intentionally.

Audience mix
While producers are a critical audience, participants cautioned against designing evoke[AG.] as a producer only event. The opportunity lies in balancing relevance for producers with strong value for corporates, agribusiness, RDCs and investors, while ensuring producer perspectives are visible and respected on stage.

evoke[AG.]'s ecosystem role
There was an emerging expectation that evoke[AG.] should function as more than a two-day conference. Participants expressed interest in evoke[AG.] acting as a platform that helps turn challenge-led conversations into partnerships, trials, investment discussions and action beyond the event itself.

International perspectives on stage
While these sessions were predominantly domestic in composition, evoke[AG.]'s stage program has always drawn on international voices to provide global context, challenge local assumptions and showcase adoption models from other markets. For 2027, the program team will actively seek international case studies, speakers and perspectives, particularly from markets where comparable adoption challenges have been navigated. This includes exploring how Australian innovation is perceived and adopted globally, and ensuring inbound delegations and international partners see their perspectives reflected in the program.

HOST STATE RELEVANCE: SOUTH AUSTRALIA

As the host state for evoke[AG.] 2027, South Australia offers a distinctive innovation landscape that the stage program should actively reflect. This includes the state's strengths in wine, grains, horticulture, aquaculture, precision fermentation and circular bio-economy research, as well as its emerging position in food manufacturing and agritech commercialisation.

The program team will work with the South Australian Government and local ecosystem partners to identify speakers, case studies and adoption stories that are grounded in the South Australian context, ensuring the host-state partnership delivers visible value on stage while maintaining national and international relevance.



NAVIGATING TENSIONS IN PROGRAM DESIGN

The ideation sessions surfaced a number of areas where stakeholder expectations sit in productive tension with one another. Rather than treating these as contradictions, we see them as design challenges that the program team will need to navigate deliberately.

Depth vs. breadth.
Participants consistently called for fewer topics explored more deeply. At the same time, the diversity of stakeholder interests across the ecosystem means narrowing the program risks reducing relevance for parts of the audience. The 2027 program will need to strike a balance between focused, high-impact sessions and sufficient breadth to serve a multi-stakeholder audience.

Fresh voices vs. proven credibility.
There was strong appetite for new speakers and perspectives, alongside recognition that established voices bring authority and audience draw. The approach for 2027 will be to set explicit targets for new and diverse speakers while retaining proven contributors only where they bring genuinely new insight or evidence.

Adoption stories vs. bold ideas.
Participants were clear that they want more grounded, real-world content. However, stakeholders also see evoke[AG.]'s point of difference in the events landscape as its willingness to look forward and challenge conventional thinking. The program will aim to ground forward-looking content in practical application, rather than choosing one at the expense of the other.

Producer relevance vs. ecosystem value.
Ensuring producers see themselves in the program is a priority, but it was identified that evoke[AG.] is not a field day. The event's strength lies in bringing producers together with corporates, investors, researchers and policymakers. The program will focus on creating content that is accessible and relevant to producers while maintaining the cross-sector depth that makes evoke[AG.] distinctive.

These tensions are not new, but naming them openly reflects the maturity of the co-design process and ensures the program team is making deliberate choices rather than defaulting to past patterns.





THE SHARED AMBITION FOR EVOKE$^{AG.}$ 2027

Across all sessions, a consistent shared purpose emerged:
evoke$^{AG.}$ exists to bring the agrifood ecosystem together around the challenges that matter most, so practical innovation can be tested, adopted and scaled through the right partnerships, investment and industry collaboration.

Synthesising this into a guiding ambition for the 2027 stage program:
To convene the people, ideas and investment needed to accelerate practical agrifood innovation, with a program that is challenge-led, grounded in adoption and designed to create outcomes beyond the event.
This reflects three core expectations heard consistently across sessions and aligns with the 2027 direction:

CHALLENGE LED PROGRAMMING OVER BROAD TOPIC COVERAGE	Fewer, sharper sessions that address the barriers and opportunities shaping agrifood
ADOPTION OVER HYPE	Practical examples of what is working, who is using it, and what it takes to scale
OUTCOMES BEYOND THE EVENT	Sessions that create clear next steps, useful connections and pathways for collaboration.

WHAT PARTICIPANTS WANT MORE OF

CONSISTENT ASKS

- Real adoption stories from producers, scaleups and corporates
- Greater visibility of scaleups and resilient businesses that have endured and grown
- Fresh voices from outside the usual speaker circuit
- Practical takeaways that can be applied immediately
- Workforce and capability discussions embedded across topics
- Alternative funding pathways, beyond venture capital
- Clearer treatment of food and supply chain resilience, including inputs, logistics and biosecurity

PROACTIVE QUESTIONS TO EXPLORE AT EVOKE$^{AG.}$ 2027

The following challenge-led questions could anchor the 2027 program:

1. What does it actually take to move innovation from demonstration to on-farm adoption?
2. What funding models are working for agrifood innovators right now – beyond venture capital?
3. How can AI move from isolated tools to integrated systems producers actually trust and use?
4. Who will deliver the future of agriculture, and how do we attract and equip that workforce?
5. What trade-offs are emerging between food production, energy transition and land use?
6. What are the most important challenges the ecosystem needs to solve together, and what action should follow?
7. How do we design technology and extension systems that work for diverse users?

WHAT SUCCESS LOOKS LIKE AT EVOKE AG. 2027

INNOVATIVE PRODUCERS	Leaving with practical ideas, trusted connections and clear next steps they can apply on-farm or across their business
INVESTORS	Identifying credible opportunities, meeting founders and scaleups with real traction, and gaining clearer signals on where capital can accelerate adoption and growth
STARTUPS	Building visibility with the right audience, generating qualified leads, and starting conversations that can lead to pilots, partnerships, customers or investment
SCALEUPS	Strengthening pathways to deployment by connecting with producers, corporates, investors and partners who can help turn traction into adoption, procurement and growth
RESEARCHERS, RDCS AND UNIVERSITIES	Creating stronger pathways from research to real-world application through collaboration, commercialisation, extension and industry connection
GOVERNMENT AND POLICYMAKERS	Gaining grounded insight into emerging challenges, practical innovation pathways and cross-sector priorities to help inform policy, investment and system-level decision-making
CORPORATES AND SUPPLY CHAIN	Finding relevant technologies, partners and ideas that can solve real business problems, improve resilience and productivity, and support innovation across the value chain

WHAT SUCCESS LOOKS LIKE AT EVOKE AG. 2027

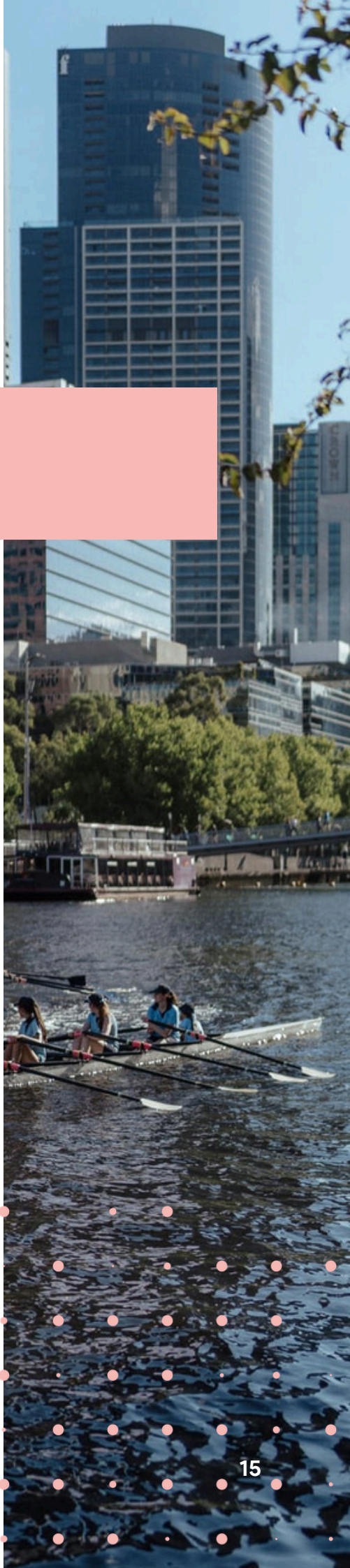
STUDENTS AND EMERGING TALENT	Seeing where agrifood innovation is heading, meeting the people and organisations shaping the sector, and identifying clear pathways into future careers, leadership and entrepreneurship
ECOSYSTEM BUILDERS	Strengthening networks across the agrifood system, connecting the right people and ideas, and creating the conditions for collaboration, follow-through and long-term impact beyond the event



WHAT SUCCESS LOOKS LIKE AT EVOKE AG. 2027

KEY TOPICS THAT EMERGED ACROSS ALL SESSIONS

- Innovation adoption and impact
- Scaleups and collaboration models
- Workforce, skills and talent pipelines
- AI with practical application and governance
- Funding and capital constraints
- Food and supply chain resilience
- Climate adaptation and circular economy
- Research translation and commercialisation
- Inclusive design and accessibility
- Policy alignment and host-state relevance.



RECOMMENDATIONS

To support decision-making, the recommendations below have been prioritised to distinguish what evoke[AG.] should commit to for 2027, what should be prioritised where feasible, and what should be explored over time. Together, they reinforce the 2027 direction: a challenge-led program focused on adoption, collaboration, producer relevance, commercial pathways and outcomes beyond the event.

RECOMMENDATION	RATIONALE
Strengthen RDC program integration	Ensures RDC perspectives and priorities are reflected more deliberately in the program while keeping integration tied to relevant content and outcomes
Integrate workforce themes across the program	Workforce should be a recurring topic of conversation throughout the program, embedded across relevant sessions rather than isolated as a standalone theme
Leverage the South Australian context more deliberately	Important to the host-state partnership and program distinctiveness, but dependent on partner opportunities and content fit
Reframe "food security" using language that resonates with industry	A useful framing refinement that improves relevance, but is less foundational than the recommendations above
Track post-event outcomes and partnerships	Improves accountability by helping the team understand which sessions, connections and collaborations translate into action after the event
Clarify evokeAG.'s identity as a challenge-led adoption-to-impact platform	A broader strategic positioning question that extends beyond the immediate scope of 2027 program delivery

RECOMMENDATIONS

To support decision-making, the recommendations below have been prioritised to distinguish what evoke[AG.] should commit to for 2027, what should be prioritised where feasible, and what should be explored over time. Together, they reinforce the 2027 direction: a challenge-led program focused on adoption, collaboration, producer relevance, commercial pathways and outcomes beyond the event.

RECOMMENDATION	RATIONALE
Anchor the program around a small set of challenge-led questions	Directly responds to feedback calling for more focus, depth and clearer program relevance
Set explicit targets for new and diverse speakers	Addresses repeated concerns about over-reliance on familiar speakers and the need for fresh voices
Improve producer accessibility through targeted mechanisms	Responds directly to feedback that the event needs stronger primary producer representation and relevance
Design sessions to create clear outcomes and next steps beyond the event	Supports the broader shift from discussion to practical value by ensuring sessions leave delegates with something actionable
Reduce low-impact formats such as excess live podcasts	Clear, actionable response to feedback on program elements perceived to have diminishing value
Expand RDC activation formats, such as pitch sessions	Builds on a positive signal from the ideation process and creates more practical pathways for RDCs to connect with innovators and partners

RECOMMENDATIONS

To support decision-making, the recommendations below have been prioritised to distinguish what evoke[AG.] should commit to for 2027, what should be prioritised where feasible, and what should be explored over time. Together, they reinforce the 2027 direction: a challenge-led program focused on adoption, collaboration, producer relevance, commercial pathways and outcomes beyond the event.

RECOMMENDATION	RATIONALE
Develop year-round engagement beyond the annual event	A valuable longer-term opportunity, but likely beyond immediate event delivery priorities
Formalise stakeholder co-design mechanisms	A worthwhile process improvement, but more strategic and ongoing than an immediate 2027 commitment
Continually review scale versus focus in event design	Better treated as an ongoing design principle than a standalone commitment.



APPENDIX A

INDICATIVE SPEAKERS, COMPANIES & CASE STUDIES

The following names and organisations were suggested by participants during the ideation sessions. They are included here as starting points for the programming team and do not represent confirmed speakers or commitments. The programming team welcomes further suggestions from stakeholders.

Theme	Suggested speakers / organisations	Why they were raised
Scaleups and adoption	Farmbot, OptiWeigh, CiboLabs	Real-world adoption at scale; credible post-startup journey
Farming systems and extension	[Farming systems groups]	Trusted delivery models for on-farm change
Research and emerging tech	Mark Hutchinson (University of Adelaide), QUT food tech researchers	Circular bio-products, precision fermentation — SA relevance
Funding and investment	Michael Macolino	Alternative funding models beyond VC
Large agribusiness	JBS, GrainCorp, CBH, Cargill, Nutrien, Lawson Grains	Corporate perspectives on adoption and supply chain
Youth and workforce	Groundbreakers alumni, AgCareer Start participants	Emerging leaders and workforce pipeline

APPENDIX B

2026 BENCHMARK (PULLED FROM THE POST EVENT REPORT)

evoke[AG.] 2026 was designed as a two-day journey aligned to the evergreen theme Invest. Innovate. Impact., built around three experience principles:

- **Inspire & Provoke**
- **Showcase & Learn**
- **Connect & Collaborate.**

The intent was to increase the value of attendance by prioritising participation and connection alongside content.

Program performance: what the evidence suggests

The strongest program signal from 2026 is that content that was practical, specific and "implementation-adjacent" concentrated attention and was more likely to be perceived as high value. This is visible across the survey "most valuable sessions" responses and the attendance and app favourites signals.

A second, equally important signal is that the program's value proposition is increasingly tied to what the program enables, not just what it presents. The survey data shows delegates overwhelmingly value connection outcomes and follow-through intent, with 90% reporting new professional connections and 78% reporting a planned follow-up action. This reinforces that the program's role is to create the conditions for action (meetings, trials, partnerships and investment discussions), not only inspiration.

What worked (retain)

1. Sharper formats improved engagement and visibility of key initiatives.
2. 2026 introduced program and format refinements that were designed to strengthen flow and participation including The Elders Intersection, Hour of Power, and a dedicated Groundbreakers on-stage session. These changes were positioned as "what was new in 2026" and were specifically intended to lift connection and engagement, not add volume.
3. Clear concentration in high-relevance plenary moments.
4. Attendance and app favourites signals show strong concentration in key plenary moments, indicating that plenary programming remains the anchor for perceived event value.
5. Delegates valued the program where it was practical and commercially grounded. The survey's "most valuable sessions" responses repeatedly reference sessions aligned to future positioning, practical relevance and implementation themes for example, Build for the future, not the past. This session was cited 12 times in the post-event survey (8.2% of respondents; 12 of 147) and was saved by 185 delegates in the event app (11.7% of active app users; 185 of 1,576), indicating strong prioritisation of implementation-focused content both reflectively and in real-time during the event.

APPENDIX B

2026 BENCHMARK (PULLED FROM THE POST EVENT REPORT)

What constrained value (address)

The program feedback also signals that not all content delivered consistent depth or relevance, and this appears to be a driver of mixed overall advocacy. Analysis of qualitative survey responses, particularly the "where should evoke[AG.] place greater emphasis" question, indicates a clear appetite for stronger relevance, clarity and depth.

This feedback suggests the program challenge is not a demand for more content, but delegate confidence that program time will translate into actionable value. This aligns with delegates calling for greater emphasis on:

- Producer adoption and practical impact
- Commercialisation and scaleup
- Deeper collaboration and partnerships.

Implications for 2027

Based on the 2026 evidence, the program evolution required for 2027 is best described as depth and conversion, rather than expansion:

- Reduce breadth, increase depth: deliver fewer themes with clearer takeaways and stronger facilitation, reflecting the strongest survey signals on adoption and commercialisation
- Design for conversion: continue using formats that concentrate interaction (e.g., curated hubs and networking formats) to strengthen the link between attendance and follow-through outcomes
- Strengthen producer relevance: ensure program design more consistently reflects producer-anchored application and implementation pathways, aligning with the highest "greater emphasis" signal in the survey.

Full program schedule is available via Program - evokeAG.

APPENDIX C

IDEATION SESSION ATTENDANCE

Sessions

Session	Participants
Public ecosystem sessions (2)	55
RDC session (1)	15

Session Attendance

Organisation type	Participants
Startup	15
Corporate	14
Agribusiness	13
Research / University	9
Government	8
Producer	6
RDC	3
Presenters	2