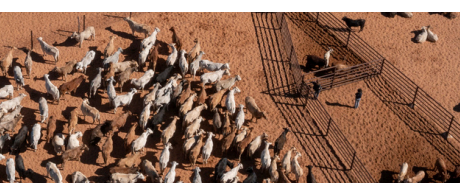


# episode3

## &THE AGWATCHERS PODCAST

*Data-driven agricultural insights, delivering strategic advice and fostering informed decision-making across the industry.*

***From Data to Decisions - Analysis You Can Trust***





# Episode3 – Data-Driven Agricultural Insights.

## Empowering Agriculture with Strategic, Unbiased Insights

Episode3 (EP3) is a premier independent agricultural consultancy based in Australia, co-founded by industry experts Andrew Whitelaw and Matt Dalgleish. With years of experience in agricultural market analysis, we specialise in providing data-driven insights and strategic analysis for the agriculture and food manufacturing sectors. From economic modelling to in-depth market reports, EP3 equips stakeholders with the knowledge needed to make confident, profitable decisions.

Our approach is grounded in rigorous, objective analysis, allowing us to deliver unbiased perspectives that empower clients across the supply chain. Trusted by senior farm organisations, government bodies, and corporate entities, EP3's insights help navigate agriculture's unique challenges and opportunities. Through our consultancy services and AgWatchers podcast, we aim to make complex topics accessible, relevant, and impactful.





# Episode3 – Services.

## Comprehensive Solutions to Meet Industry Needs

Episode3 offers a wide range of services designed to support and advance the agricultural and food manufacturing sectors.

### Presentations and Speaking Engagements

- Engaging keynote speeches, panel discussions, and MC roles at events like the Valley Irrigation Conference, WA Farmers Conference, and Future Ag Expo.

### Consulting Services

- Customised economic analysis, policy development, and risk management, including on-call advisory retainers and quarterly branded reports.

### Custom Reports

- Tailored reports distilling complex data into actionable insights for primary producers, government bodies, and corporations.

### Legal Expert Witness

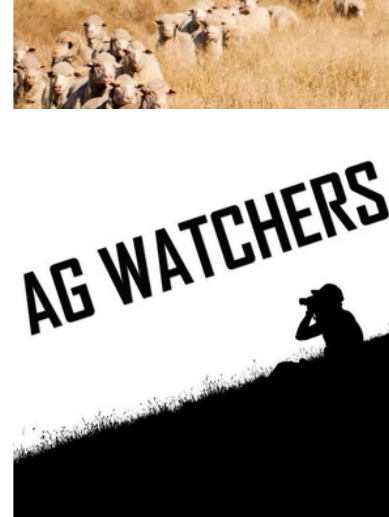
- Providing objective, data-driven testimony and reports for agricultural legal cases.

### Content Licensing

- Co-branded articles and content for major publications like The Guardian, ACM, and AuctionsPlus, designed to inform and engage broader audiences.

### Additional Analytical Services

- **Market Analysis & Insights** – Comprehensive reports on grains, livestock, and fibre.
- **Benchmarking & Strategic Planning** – Performance benchmarking and strategic alignment.
- **Economic Modelling & Scenario Analysis** – Advanced forecasting and scenario planning.



# AgWatchers

## The Podcast Where Industry Leaders Talk Ag

### Insightful and Entertaining Conversations on Agriculture

AgWatchers is the go-to podcast for those seeking a fresh, engaging perspective on agriculture. Hosted by Andrew Whitelaw and Matt Dalgleish, AgWatchers blends expert analysis with a touch of humour, exploring market trends, policy impacts, and the latest industry challenges. Known for making complex topics accessible, AgWatchers complements Episode3's consultancy, reaching a broader audience in a relaxed, conversational format.

#### Expert Insights

- Andrew and Matt leverage their extensive experience to dive into market trends, policy changes, and industry dynamics.

#### Engaging Content with a side of Humour

- Featuring industry leaders, scientists, and policymakers, each episode balances serious insights with humour, making agricultural discussions enjoyable and informative.

#### Listener Testimonials

"The podcast is incredible and you have had some inspiring conversations with powerful agricultural people." – Phoebe Y., Breeding Manager, Lambpro Holbrook

"Insightful and entertaining – Matt and Andrew bring a fresh take on ag, using data and humour to inspire critical thinking." – Nick T., Senior State Government Agricultural Policy Analyst

#### How to Listen

- Available on Podbean, Apple Podcasts, and Spotify.





# Our Impact.

## **Influencing the Agricultural Sector through Media, Presentations, and Data-Driven Insights**

Episode3 and AgWatchers actively engage with the agricultural community through various media channels, live events, and thought leadership roles. Our insights and commentary help agribusinesses, policymakers, and producers navigate market volatility, manage risk, and drive success.

### **Presentation Highlights**

- Australian Wagyu Association, Perth WA – Delivered cattle & Wagyu market update.
- Victorian Farmers Federation Conference, Melbourne, VIC – Served as MC and evening entertainment.
- Future Ag Expo, Melbourne, VIC – Presented on geopolitical impacts on agriculture and hosted a panel on sustainable agricultural practices.
- AusAgri Tech Awards, Melbourne, VIC – Served as MCs and keynote speakers.
- Cattle Australia Annual Forum, Albury, NSW – Presented on cattle market trends.
- Dowerin Downtown Lunch, Perth, WA - hosted panel session with industry leaders.

### **Media Engagements**

Episode3 frequently contributes to media across platforms:

- Radio – Featured on ABC Radio, Country Today, and Flow FM.
- Print – Articles in Reuters, Farm Weekly, Farm Online, and Business News.
- Television – Appearances on ABC Landline, Sky News, and Bloomberg.

Through these platforms, EP3 continues to provide valuable insights, foster informed decision-making, and strengthen the agricultural industry.

# The Team.



## ANDREW WHITELAW

### B.IT, B.AGBUS

Andrew Whitelaw, originally from the UK, took his early career strides in the animal feed and biofuels sector. In 2010, he moved to Australia, bringing his passion for business and agriculture along with him.

A graduate from the University of Western Scotland in Business IT, and later, the University of Queensland with a master's in Agribusiness, Andrew has steadily built his expertise. He's held various roles in agriculture and food sectors, even co-owning a pig farm with Matt Dagleish, a friend and co-founder at EP3.

Away from work, Andrew shares his passion for sharing and learning about agriculture on a podcast called 'AgWatchers', which he co-hosts with Dagleish. He also keeps active with a mix of Brazilian Jiu-Jitsu, wrestling, boxing, and ice hockey. Through all his activities, Andrew Whitelaw offers a grounded perspective on balancing business, hobbies, and fitness.



## MATT DALGLEISH

### B.ED., B.ECON.

A graduate of Economics and Education Matt has had a keen interest in markets of all sorts from an early age. Matt has spent decades being involved in commodity and financial markets, including time spent trading equities, metals and foreign exchange.

Making the transition into agricultural market analysis in 2015 was an exciting opportunity, enabling Matt to use his data analysis and forecasting skills to provide commentary and strategic advice to the food manufacturing sector and the agricultural industry.

Matt has been an owner of a commercial pig farm near Bendigo and continues to operate a hobby farm on the outskirts of Ballarat. Matt has become a prominent agricultural market analyst, often quoted in the agricultural press and sought after for his independent, data driven assessment of commodity markets.





# Get involved.

## Join Our Network and Strengthen Your Industry Knowledge

At Episode3, we believe knowledge empowers the agricultural industry to thrive. By engaging with our market analysis and tuning in to the AgWatchers podcast, you support our mission to provide essential insights for a more informed, prosperous future.

Our work with key organisations, including state farm organisations (SFOs) and peak bodies, enables us to share free, valuable content—from reports to podcasts—that keeps our network informed and inspired. Join us in driving the industry forward with accessible, expert-driven knowledge.

### Why Choose Episode3?

- Objectivity – Our analyses are unbiased and grounded in observable data.
- Independence – Free from external influence, we uphold the integrity of our work.
- Integrity – We are committed to transparency and ethical standards.
- Experience – Years of industry involvement make us trusted, reliable advisors.

LISTEN TO  
THE  
PODCAST

SIGN UP TO  
OUR WEEKLY  
UPDATES!

EXPLORE  
OUR  
SERVICES

FOLLOW US  
ON SOCIAL  
MEDIA

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## ***Connect with Episode3 & AgWatchers***

Together, Episode3 and AgWatchers deliver a full-spectrum platform for agricultural insights, from in-depth consultancy and reporting to approachable discussions that keep industry players informed and inspired.

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