



SUPPORTING AGRICULTURAL VALUE CHAINS IN THE DIGITAL ERA

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Key Account Manager

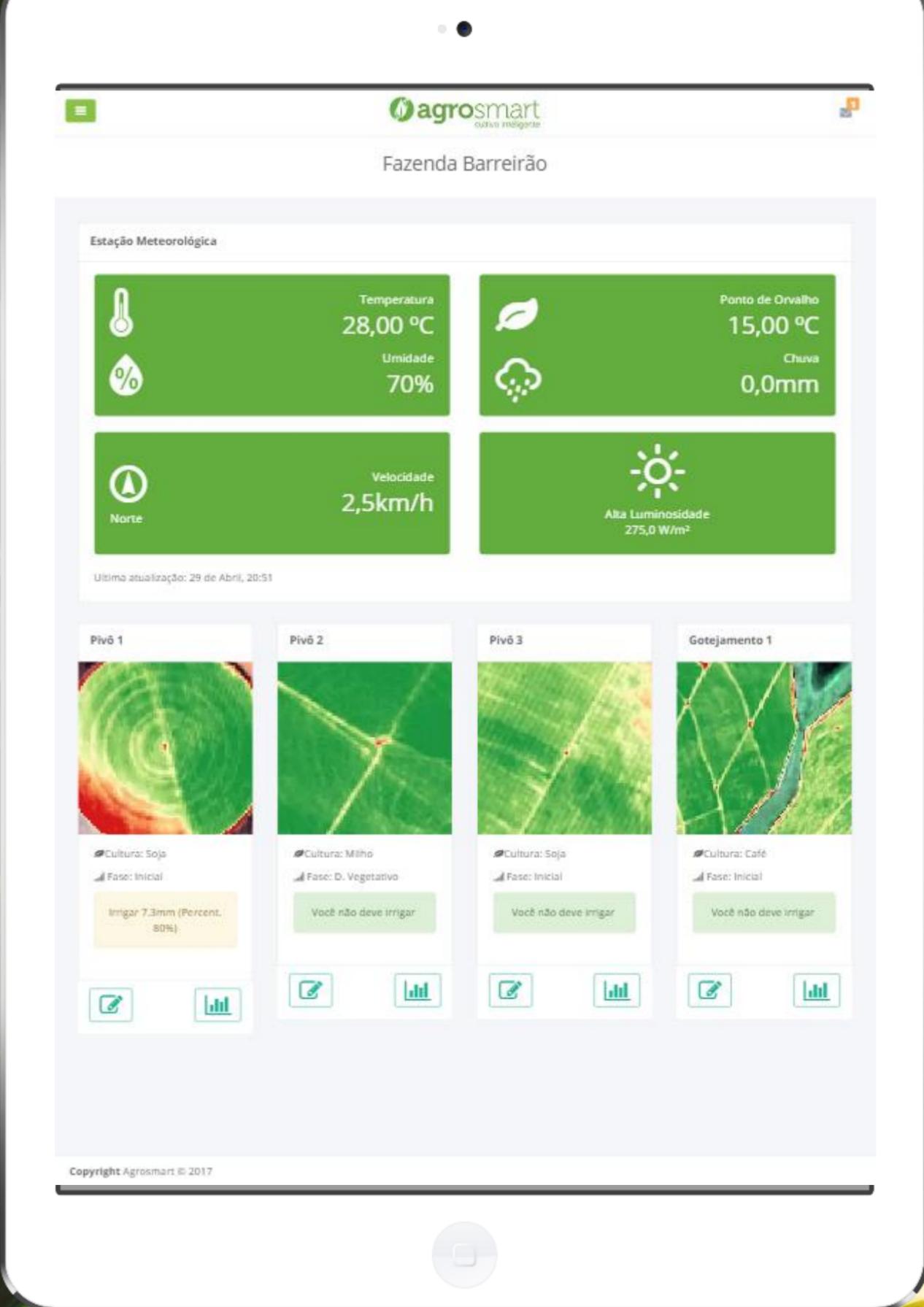


“

Agrosmart monitor crops to generate and **integrate data** from multiple sources in order to **deliver intelligence** to different stakeholders across the agricultural value chain

”





Estação Meteorológica

Temperatura
28,00 °C

Umidade
70%

Ponto de Orvalho
15,00 °C

Chuva
0,0mm

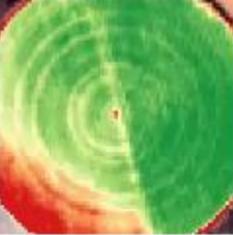
Velocidade
2,5km/h

Norte

Alta Luminosidade
275,0 W/m²

Última atualização: 29 de Abril, 20:51

Pivô 1



Cultura: Soja
Fase: Inicial

Irrigar 7.3mm (Percent. 80%)

Pivô 2



Cultura: Milho
Fase: D. Vegetativo

Você não deve irrigar

Pivô 3



Cultura: Soja
Fase: Inicial

Você não deve irrigar

Gotejamento 1



Cultura: Café
Fase: Inicial

Você não deve irrigar

CONNECTED



OUR PATH UNTIL NOW



197.600
monitored acres
in irrigated areas



370%
growth in 2017



Customer engagement:
access in **6x per day**



100%
pilots converted
into customers

CUSTOMERS



INSTITUTIONAL PARTNERS



AWARDS



COMMUNITIES



REVOLUTIONS IN AGRICULTURE



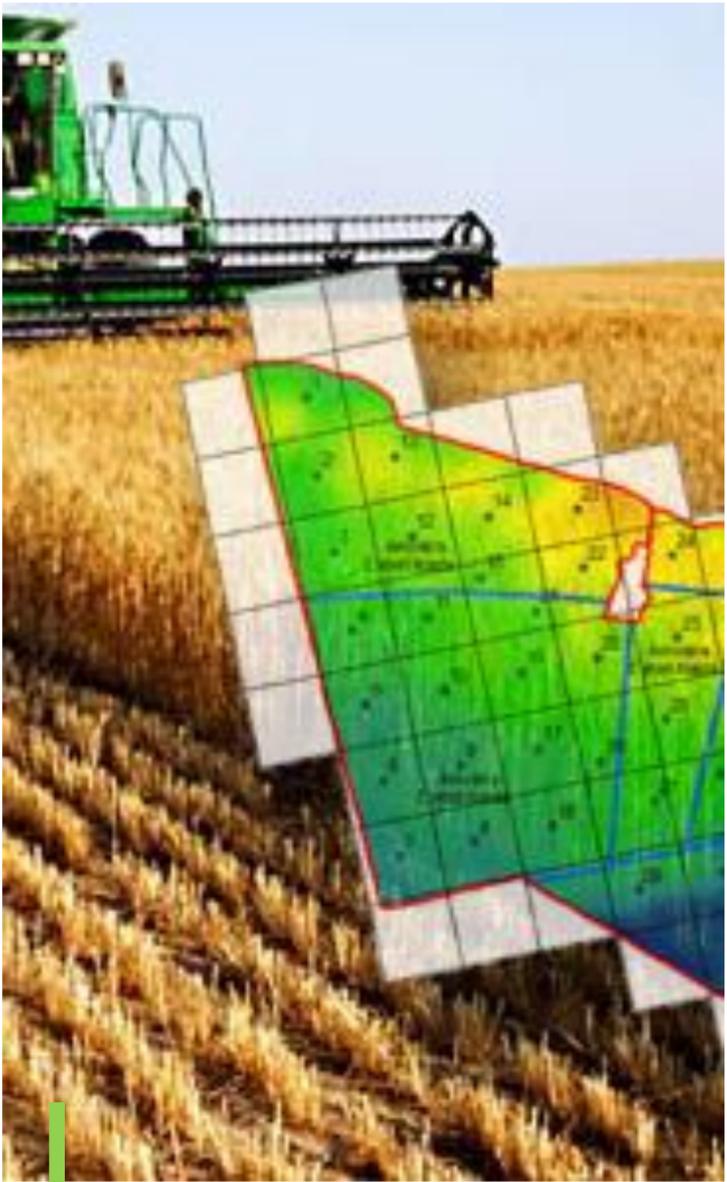
1970
GREEN
REVOLUTION



1980
DIRECT
SEEDING



1990
BIOTECHNOLOGY



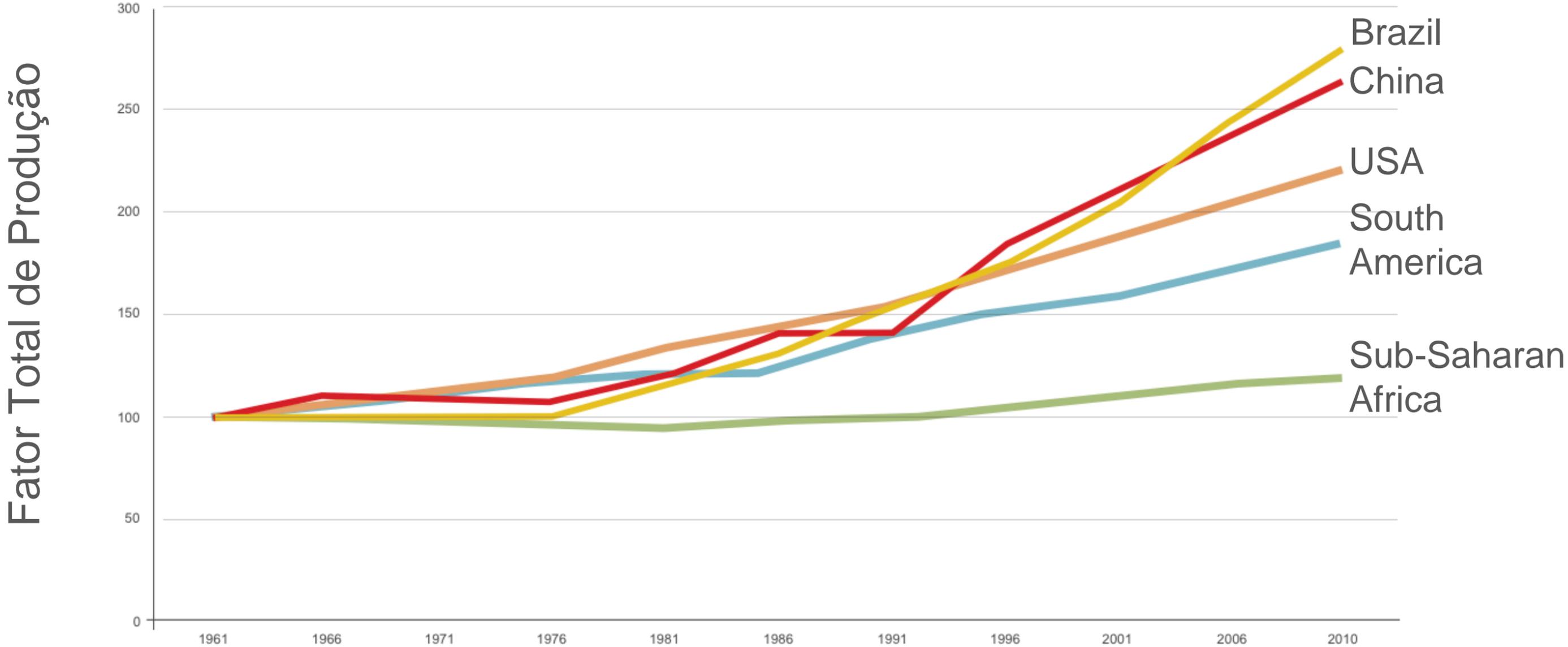
2000
PRECISION
AGRICULTURE



2017

**DIGITAL
AGRICULTURE**

IMPACTS ON YIELDS



Source: USDA
(2013)



HOW TO FEED
9 BILLION
PEOPLE
IN 2050?

CURRENT SCENARIO



WE NEED TO INCREASE
FOOD PRODUCTION IN **70%**
BY 2050



1/3 OF FOOD
IS WASTED



TECHNOLOGY WILL BE
RESPONSIBLE FOR
90% OF THIS DEMAND



LAND USE

33% OF LAND
IS DEGRADED



LAND USE

EXPANSION TO NEW
AGRICULTURAL AREAS
IN ONLY
5% OF THE LAND



LAND USE

EXPANSION TO NEW
AGRICULTURAL AREAS
IN ONLY
5% OF THE LAND

70% OF THE POPULATION
WILL LEAVE IN CITIES



**+20% OF THE WORLD'S
CULTIVATED AREA IS
IRRIGATED,
AND IS RESPONSIBLE FOR
40% OF OUR
AGRICULTURE OUTPUT**



CLIMATE CHANGE

+1°C
AVERAGE GLOBAL TEMPERATURE



-2%
PRODUCTIVITY LOSSES



CROP LOSSES ALREADY OCCURRING

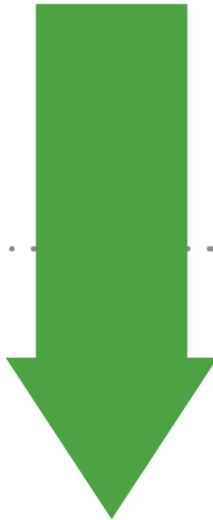


CORN

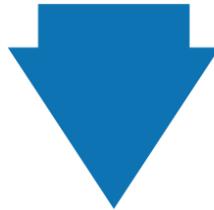
China
-7%



Brazil
-8%



France
-3%



Global -4%

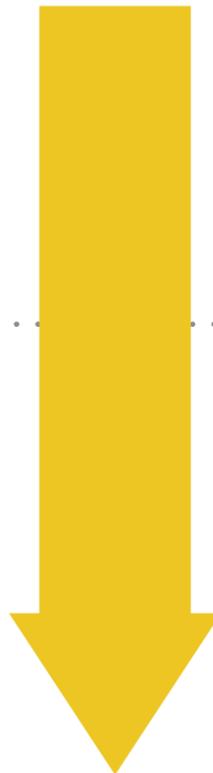


WHEAT

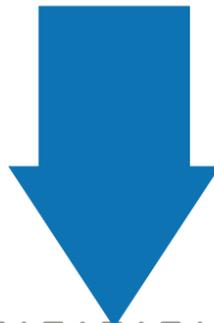
China
-2%



Russia
-14%



France
-5%



Global -5%



THE NEW CONSUMER PROSUMER

MILLENNIALS WILL BE **75%** OF THE CONSUMERS IN **2025**
AND ARE DRIVING **NEW PURCHASING BEHAVIOURS:**



Sustainability



Positive Impact



Transparency



Traceability

FUTURE OF FOOD

Agricultural Biotechnology

Laboratory Grown Food

Vertical Agriculture

Robotics, Mechanization and Automation

Artificial Intelligence and Blockchain

Sustainable Business

Climate Smart Agriculture



THE
FUTURE

CHALLENGE

**PRODUCE MORE FOOD
WITH
MORE SUSTAINABILITY**





THE ANSWER IS
DATA

DATA IS EVERYWHERE



SOURCES OF DATA



Inputs
from farmers



Agricultural Machinery



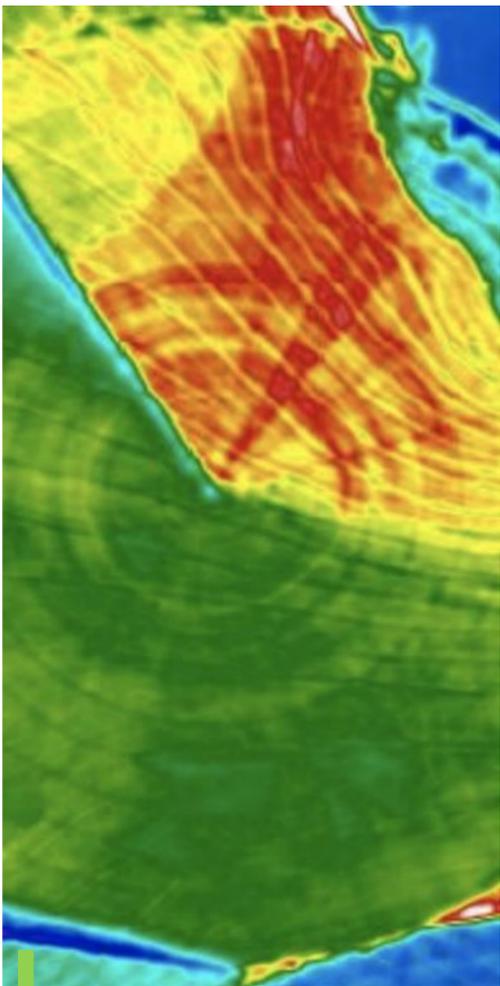
Field Sensors



Drones & UAVs



Seeds Genetics



Satellite Imagery

CONNECTIVITY IN THE FIELD

Satellite

LTE

Celular 4G / LTE

3G - GPS / GPRS

2G / GSM

SigFox/ LoRa

Agrosmart Network

Wi-Fi

Bluetooth

RFID

Ethernet



ONLY **14%** OF
AGRICULTURAL AREAS
IN BRAZIL HAVE
CONNECTIVITY

USING DATA FOR AGRONOMIC AND CLIMATE MODELS



Pests



Diseases



Irrigation



Climate



**Genetic
Improvement**



**Soil
Fertility**



**Farm
Management**



**Market
Intelligence**

POSITIVE IMPACTS

AGRICULTURAL PRODUCTION



Water Savings



Soil Conservation



Reduction of Inputs



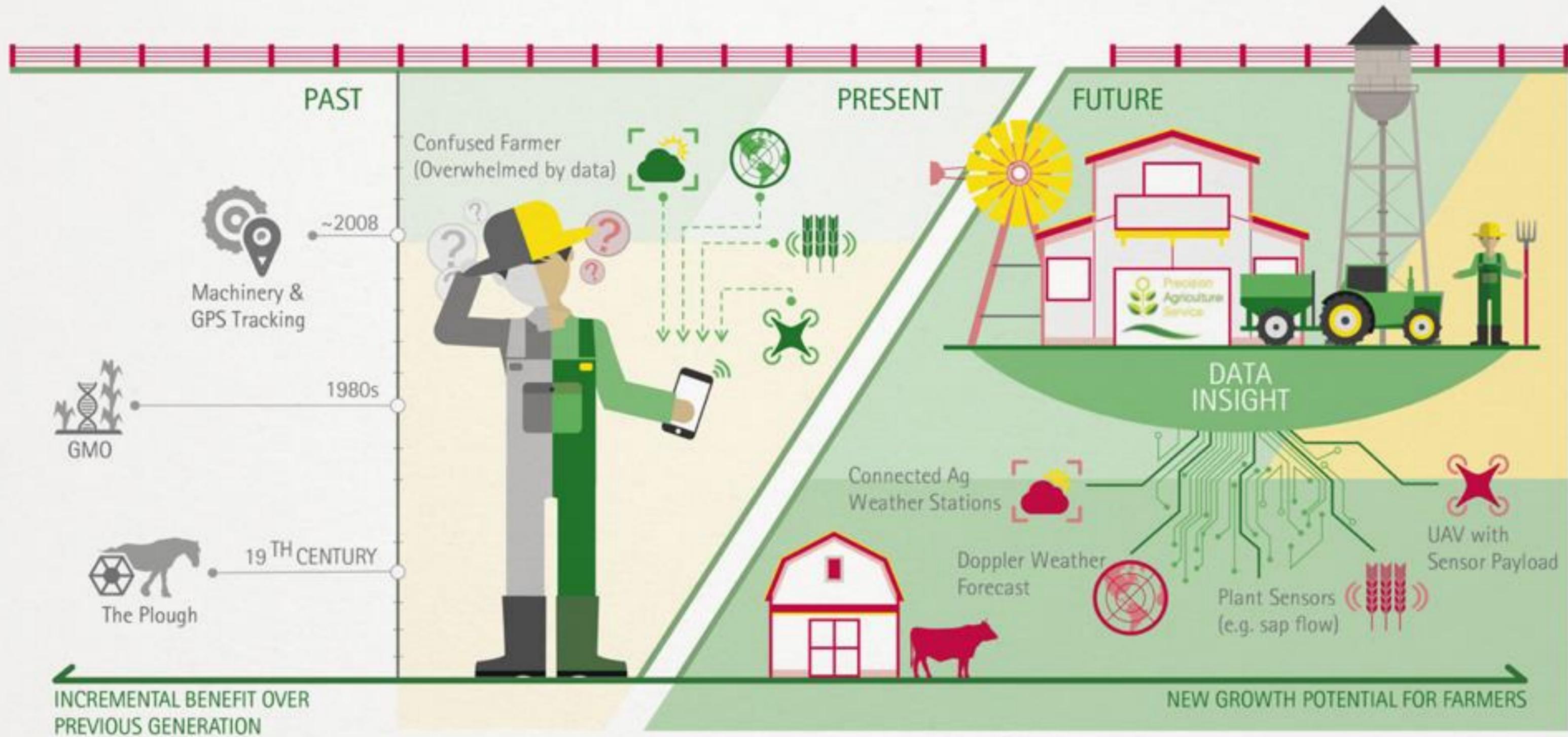
Increase in Yields



Land use Optimization

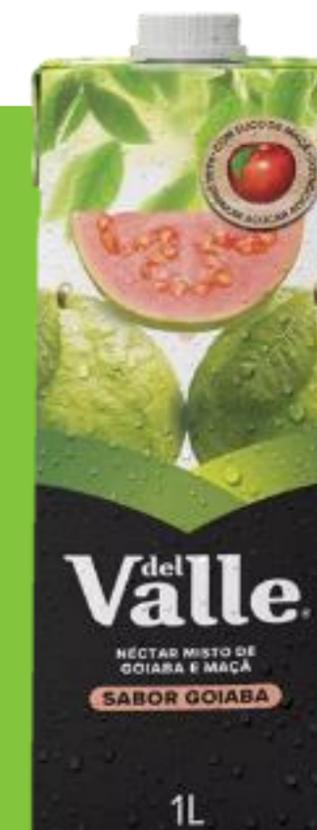


Improvement in Living conditions



Increasing the sustainability and resilience of guava producers

- 1) Reduce water consumption and increase yields
- 2) Increase transparency and traceability in the supply chain
- 3) Reduce climate risks and improve resilience



ENVIRONMENTAL GOALS



WATER
STEWARDSHIP



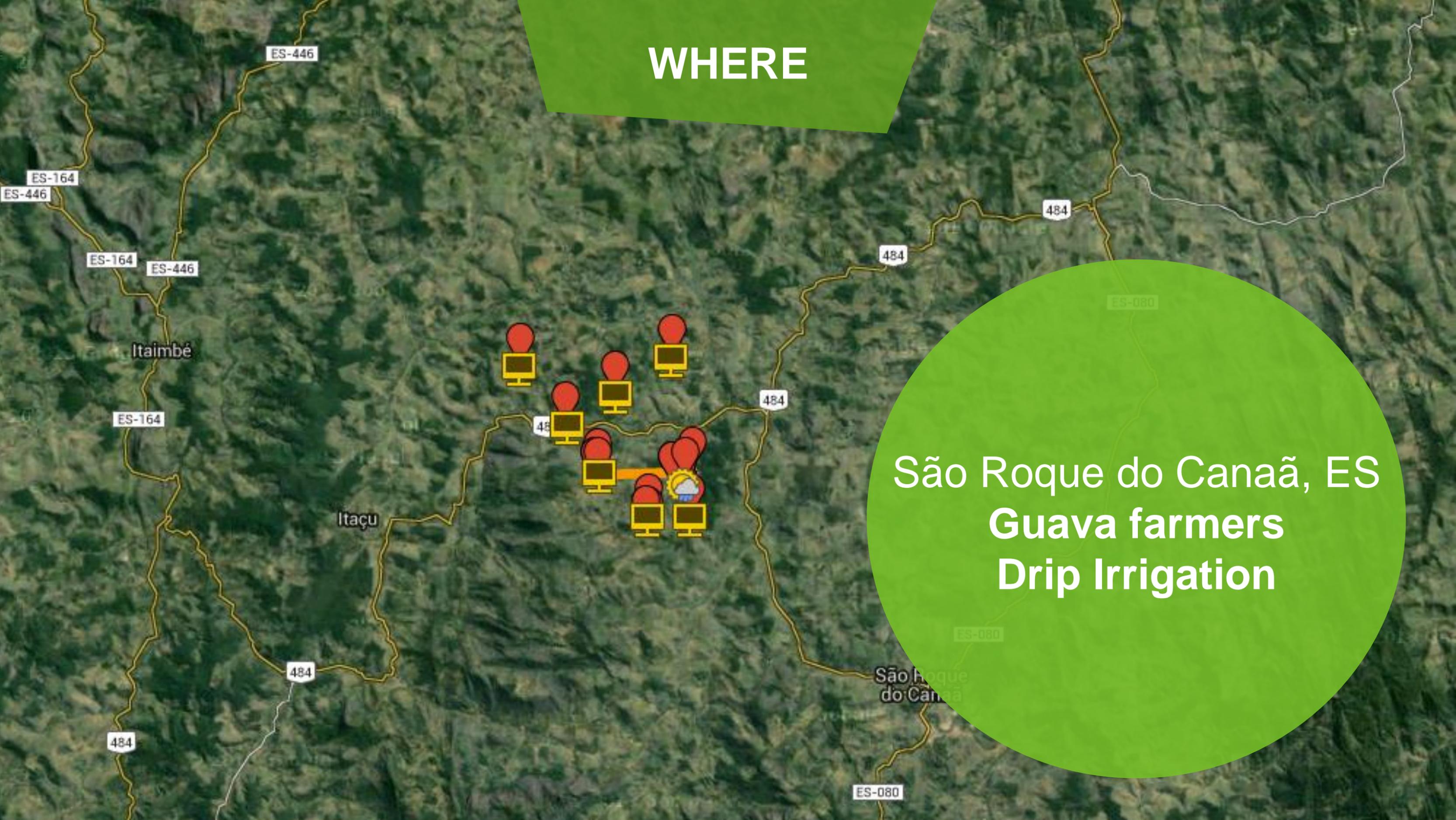
ENERGY AND
CLIMATE



AGRICULTURE

WHERE

São Roque do Canaã, ES
Guava farmers
Drip Irrigation



HOW

- Climate monitoring system and irrigation recommendations
- Specific for each smallholder farm
 - Shared economy model



**Engagement of producers is
key to the success of the
project**



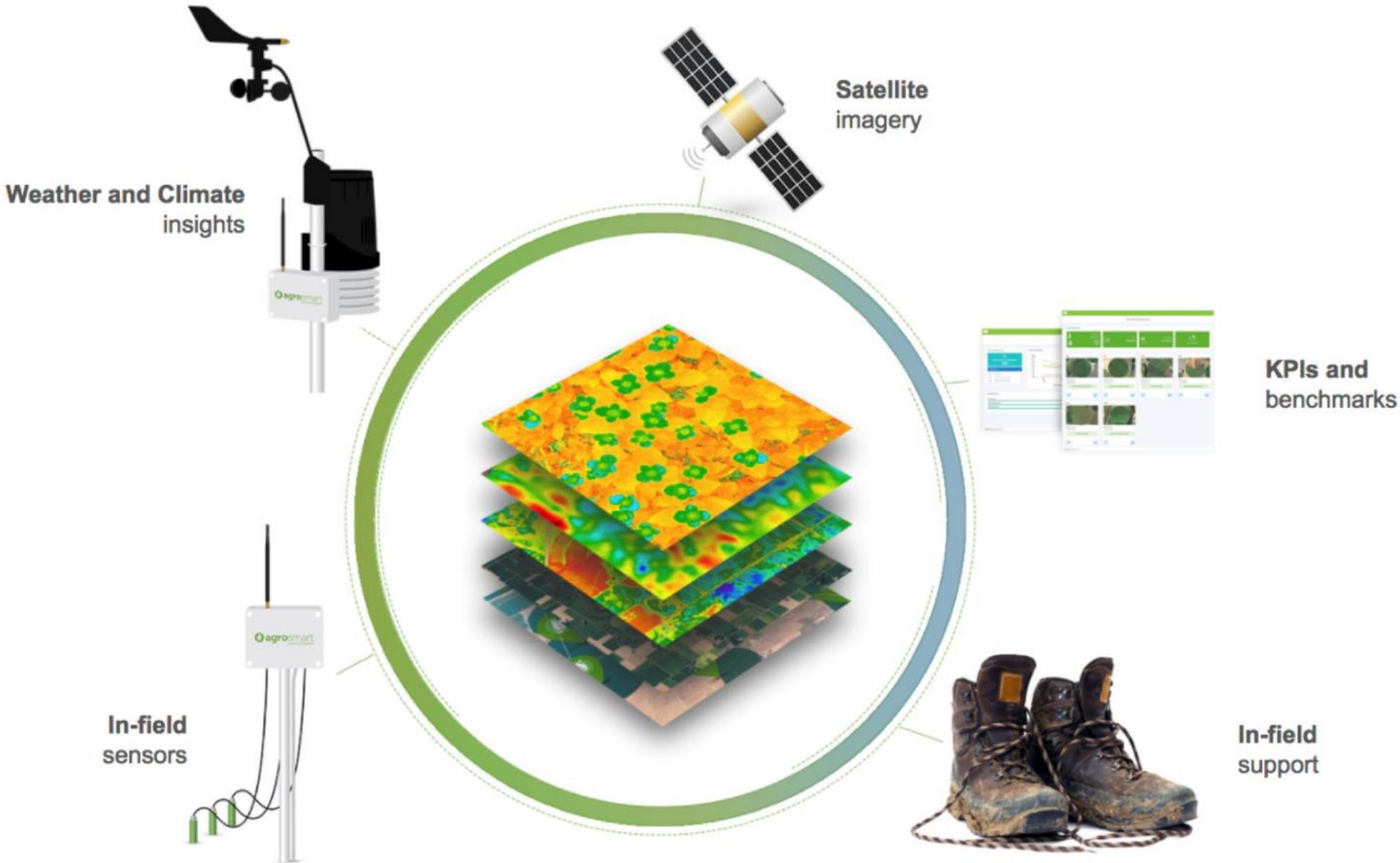
BENEFITS



- Real-time value chain monitoring
- Recommendations and insights for improving management
- Indicators and KPIs for Sustainability Assessment
- Supply chain intelligence

- Tailored recommendations and actionable insights for each plot
- KPIs and benchmarks enable producers to improve efficiency and increase incomes
- Producers more adapted and resilient to climate change

THE FUTURE DEPENDS ON INTEGRATION AND COLLABORATION





 **agrosmart**
cultivo inteligente