

SMART AGRICULTURE

Smart farming is a management concept focused on providing the agricultural industry with the infrastructure to leverage advanced technology – including big data, the cloud and the internet of things (IoT) – for tracking, monitoring, automating and analyzing operations.

AGRICULTURE IS A HUGE INDUSTRY, VITAL TO MODERN SOCIETY



THE ROLE OF AGRICULTURE

GLOBAL POPULATION

PREDICTED TO EXCEED

9.5 BILLION

BY 2050

TOTAL VALUE OF AGRICULTURAL INDUSTRY



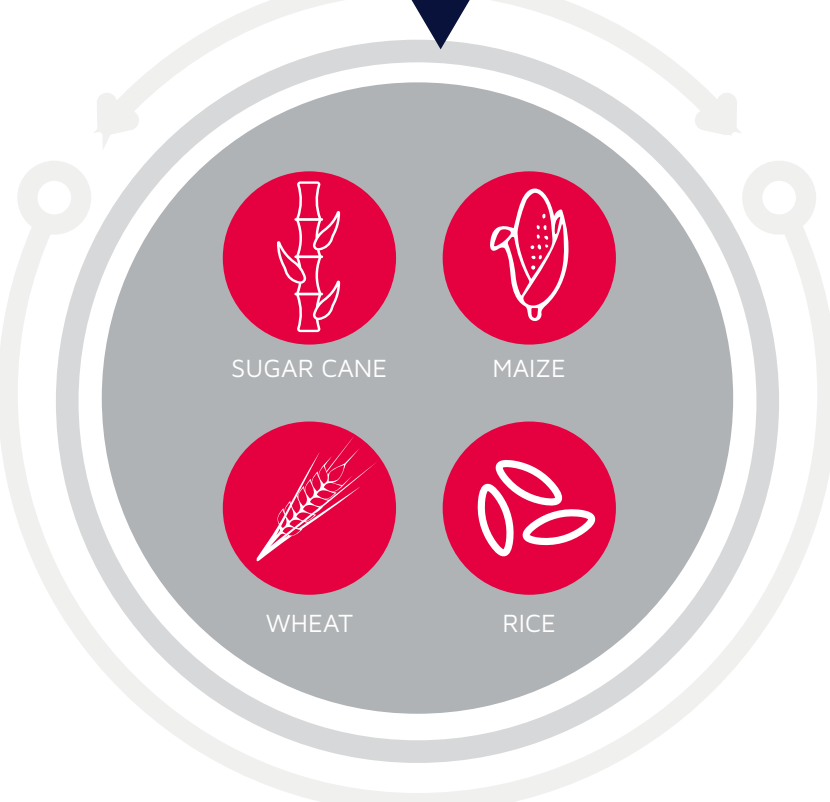
\$3.5 TRILLION

IN 2019

9.4 BILLION TONNES

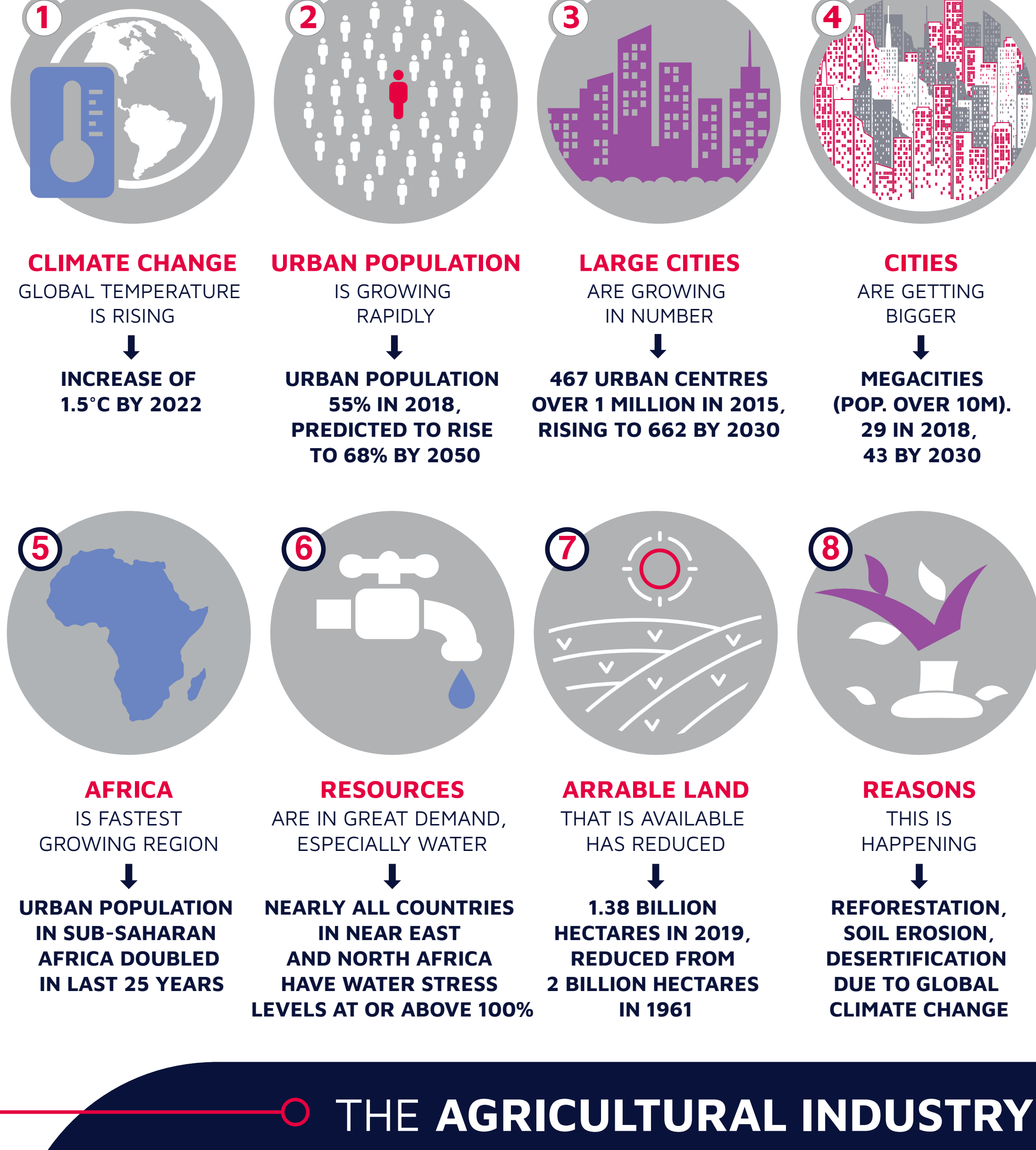
TOTAL PRODUCTION OF PRIMARY CROPS IN 2019

HALF OF TOTAL MADE UP BY JUST **FOUR CROPS**



THE AGRICULTURAL INDUSTRY FACES A NUMBER OF CHALLENGES IN FEEDING A GROWING POPULATION

THE CHALLENGES



THE AGRICULTURAL INDUSTRY HAS ALWAYS BEEN AN EARLY ADOPTER OF NEW TECHNOLOGIES IN THE PURSUIT OF GREATER OUTPUT AND EFFICIENCY

THE FORWARD THINKING AG INDUSTRY



THE SOLUTION TO THIS CHALLENGE WILL BE **NEW TECHNOLOGY** AND THE **RISE OF SMART AGRICULTURE**

WHAT IS SMART AGRICULTURE?

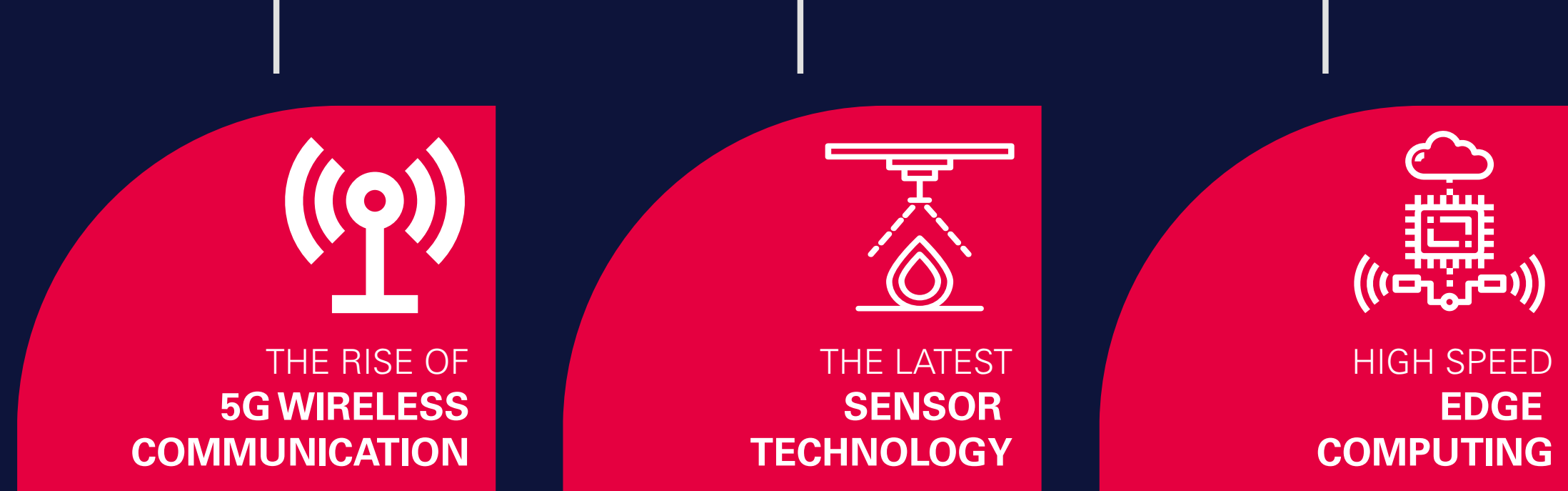


SMART AG IS PART OF

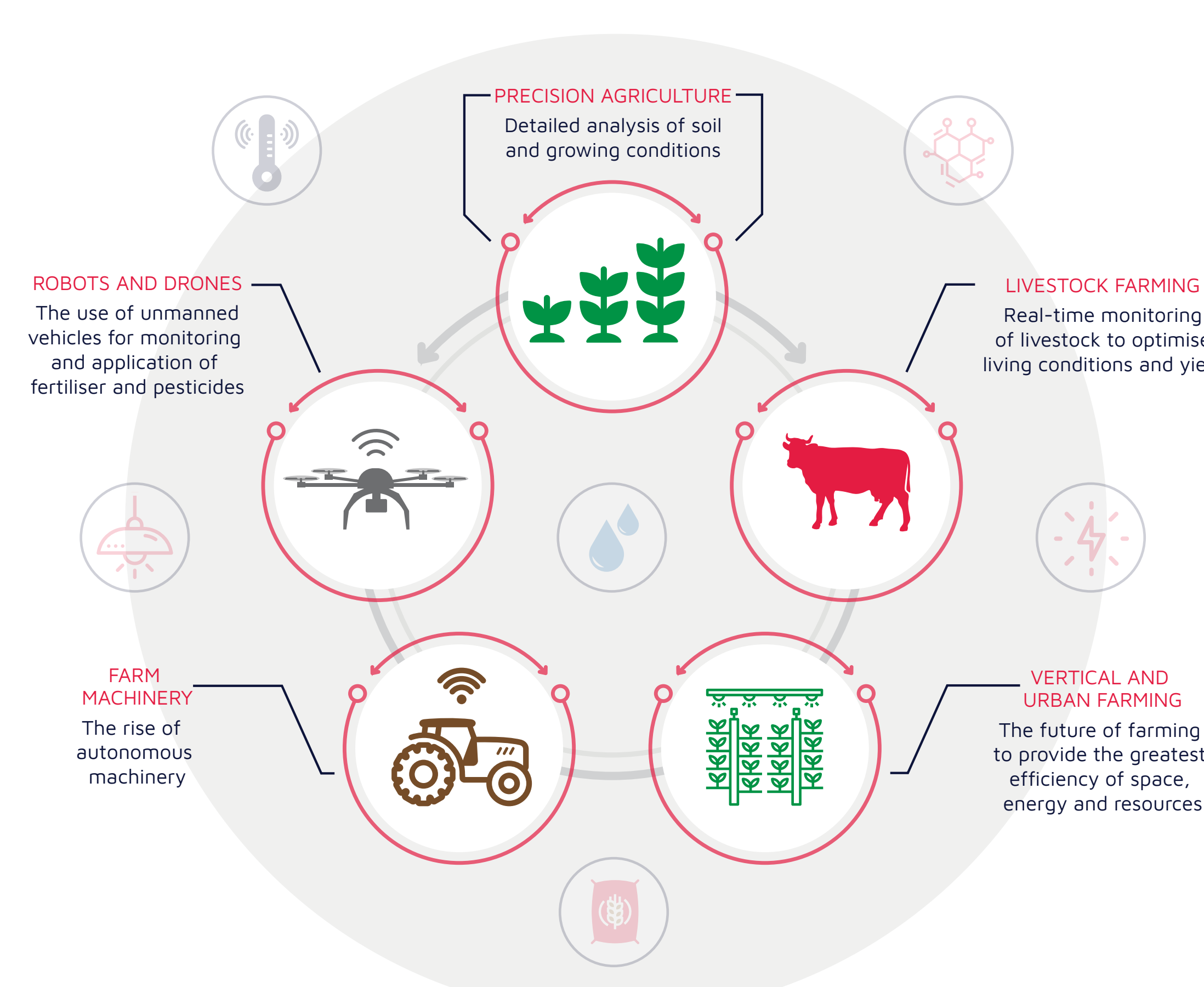


THE INTERNET OF THINGS

THE INTERNET OF THINGS IS ENABLED BY



SMART AGRICULTURE WILL BE CENTRAL TO A RANGE OF APPLICATIONS



THE AG TECH INDUSTRY IS GROWING

