MOBILE TECHNOLOGY IN AGRICULTURE

Mobile Technology in Agriculture

- Emerging markets ---- over 500 million smallholder farms
- Decentralized structure decreases innovation
- Mobile technology will:
  - Improve connectivity
  - Increase flow of information
  - Ensure traceability for large buyers
  - Create economic opportunities

Data analytics have reduced input costs by 15%

60% of farmers report using precision data

With data analytics, crop yields are up by 13%

Big Data Trends

- Data from thousands of farms can be collected, aggregated, and analyzed
- Can pinpoint strategies that work for small scale farmers in a changing climate

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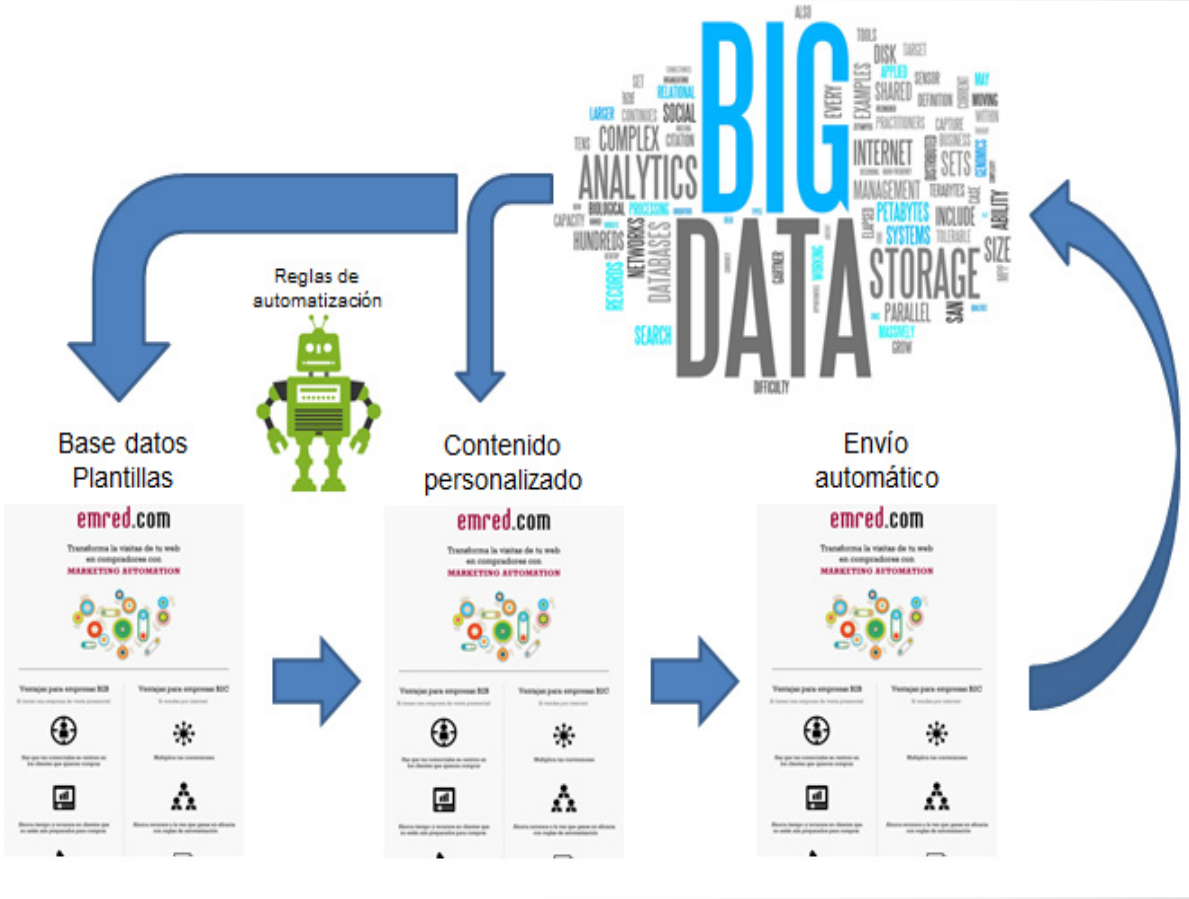
- Look for macro level trends to:
  - Optimize where and what to plant
  - Identify disease outbreaks immediately
  - Create better seeds



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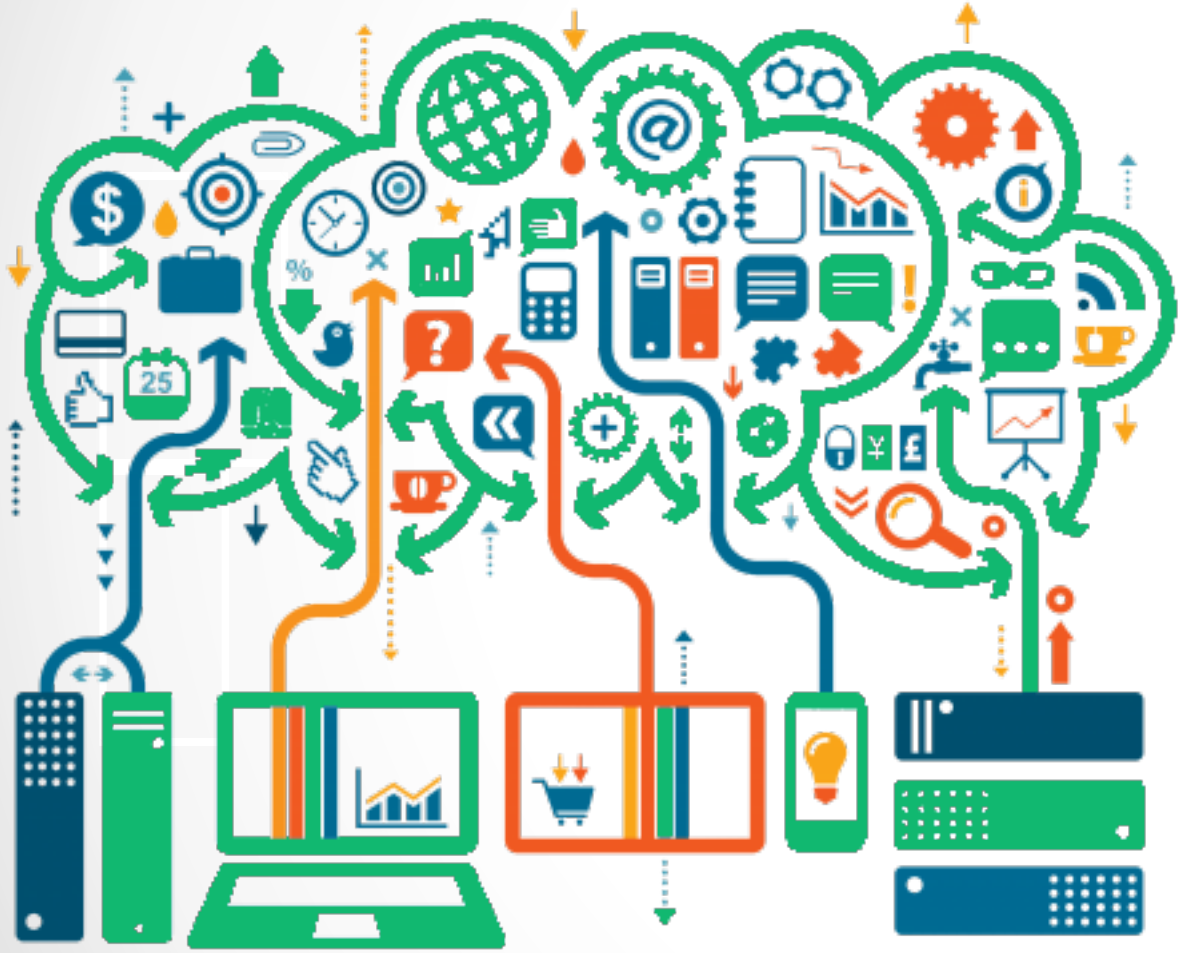
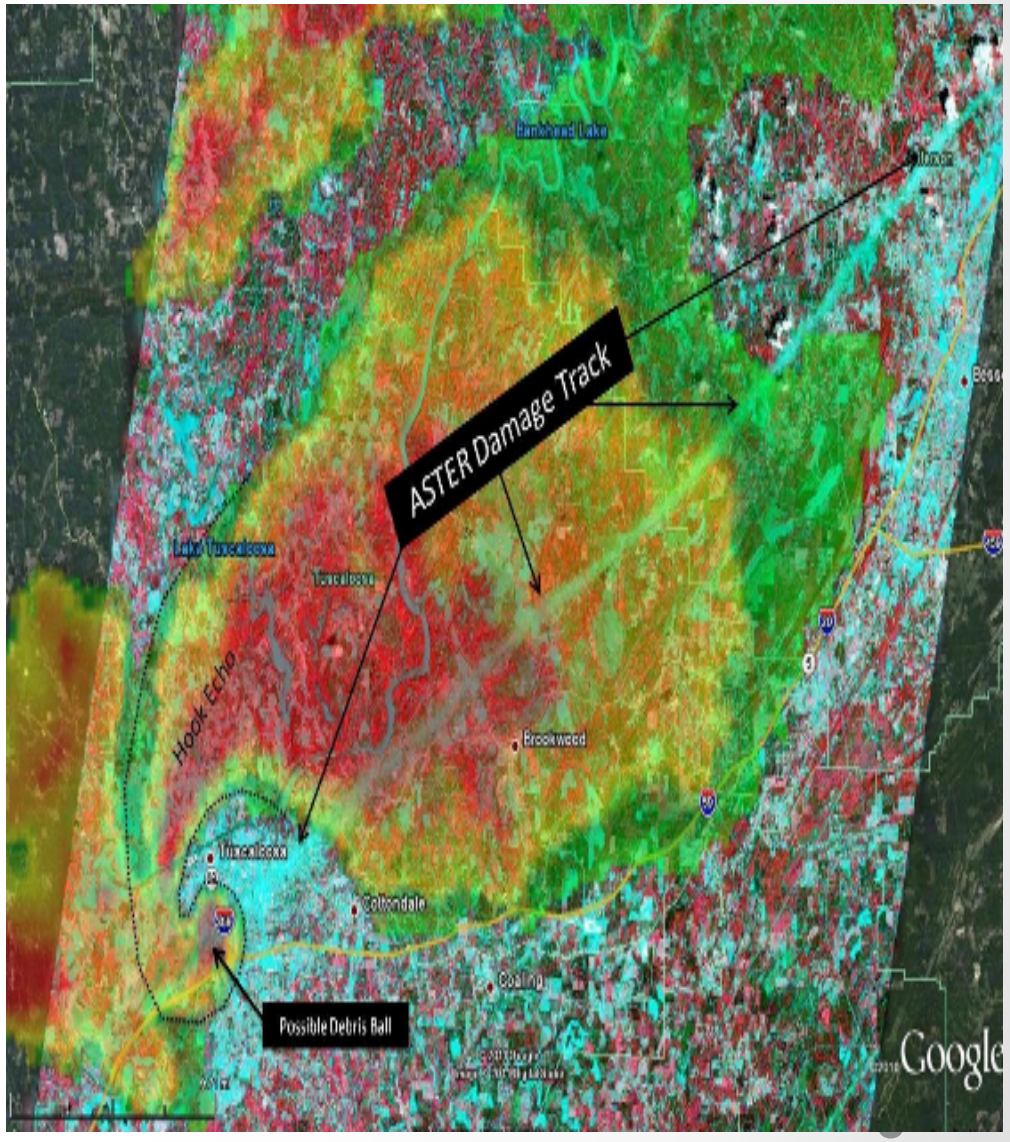


- Large user base connects farmers, allows them to:
  - Gather data
  - Collectively develop solutions
  - Facilitate learning

Geospatial Applications in Agriculture

- Used in combination with statistical and historical data to map out topography
- Allow farmers to make better land management decisions
  - Planning usage of land and water
  - Natural resources utilization
  - Agricultural input supply



Benefits of Mobile Technology

- Pricing information in real time helps farmers:
  - Know whether to buy or hold
  - Determine the best crops to grow
- Reduces transportation and transactional waste

Mobile based Agricultural Technology