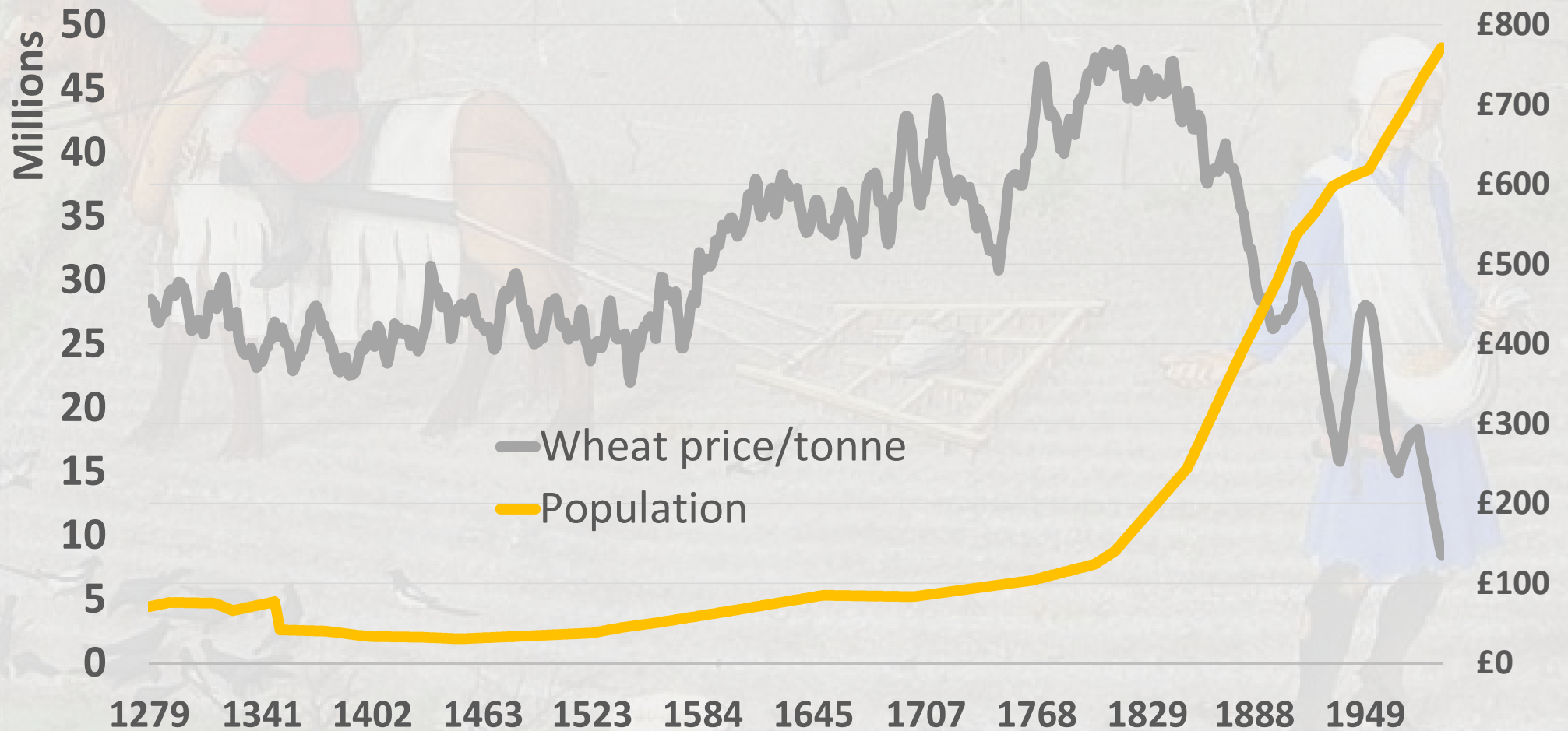


## UNITED KINGDOM: WHEAT PRICE VS POPULATION





**Goal:  
Lower Food Prices**

## *TO DO LIST*

- ✓ INCREASE ARABLE LAND
- ✓ INCREASE YIELD
  - FERTILISER/CHEMICALS
  - MECHANIZATION
  - IRRIGATION
  - PLANT SELECTION/BREEDING
- ✓ REDUCE FOOD WASTE
  - TRANSPORTATION
  - REFRIGERATION
  - PACKAGING



# UNDERSTANDING AGTECH

MARK HEYWARD





# AGTECH HYPE TRAIN





# AGTECH: 70+ TECHNOLOGY COMPANIES CHANGING THE FARM



CBINSIGHTS

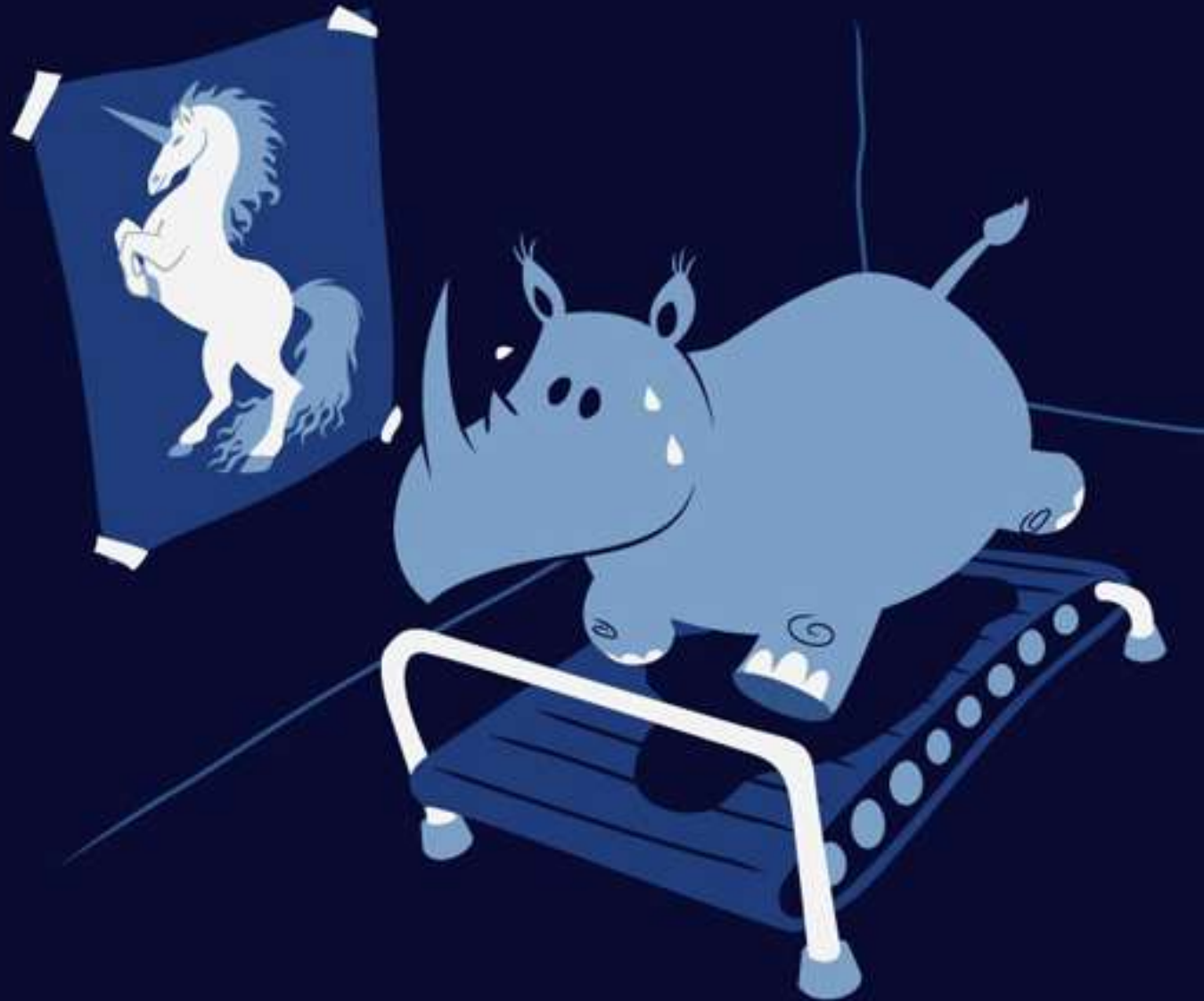








Develop On The Go  
Misleading Claims  
Paid Testimonials  
Paid Endorsements







# farming

[noun] [fahr-ming]

*The art of losing money while  
working 100 hours a week to feed  
people who think you are trying to kill them.*





## Return On Investment (The Magic Green Button)

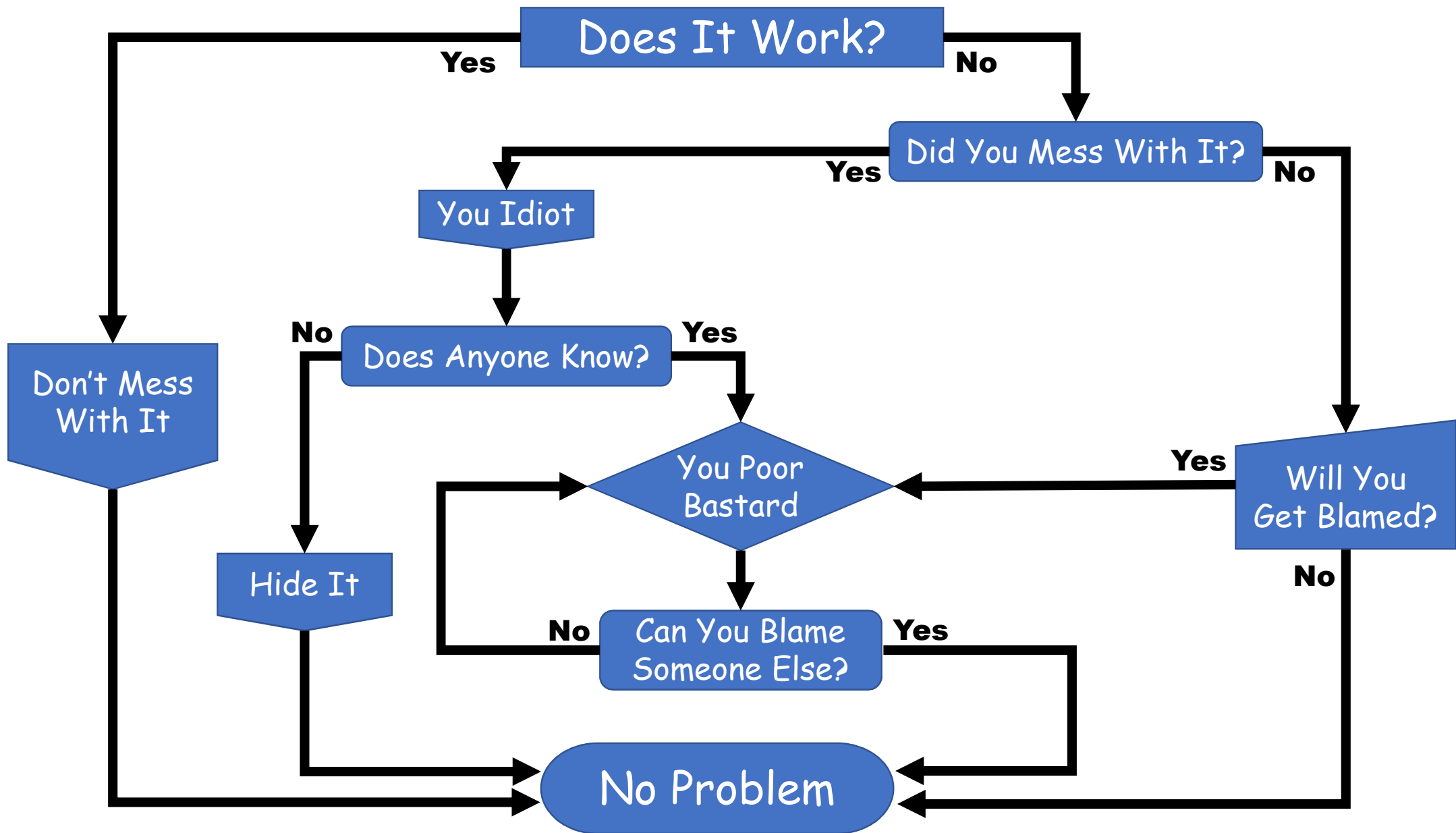
Will it deliver a better result  
in less time and/or with less  
resources?

What is the certainty of a  
Return On Investment?

What factors influence the  
potential for a return on  
investment?

Next Step: Process Mapping







# Artificial Intelligence

Actionable  
Insight

*CLOUD COMPUTING*

dynamic  
MODEL

BlockChain

**IoT**

Agriculture 4.0

machine  
learning

*Real Time*

**HyPeR**

**LoCaL**

algorithm

**BIG**  
DATA

Software as a Service