



# Leveraging Big Data in Agriculture Production

i Farming – A Lucrative or  
Ludicrous Journey?

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**Rabobank**

# How this started

I  Words

# What is Big Data?

**BIG**  
**DATA**

# What is Big Data?



# Data & technology are transforming virtually every industry

Technology is transforming virtually every business sector.



All the world's information  
and media is online.



Mobile devices mean  
anyone can reach anyone,  
anywhere, anytime.



Cloud computing  
puts a supercomputer  
in your pocket.



# Our journey is to demystify the role of data technology in production agriculture

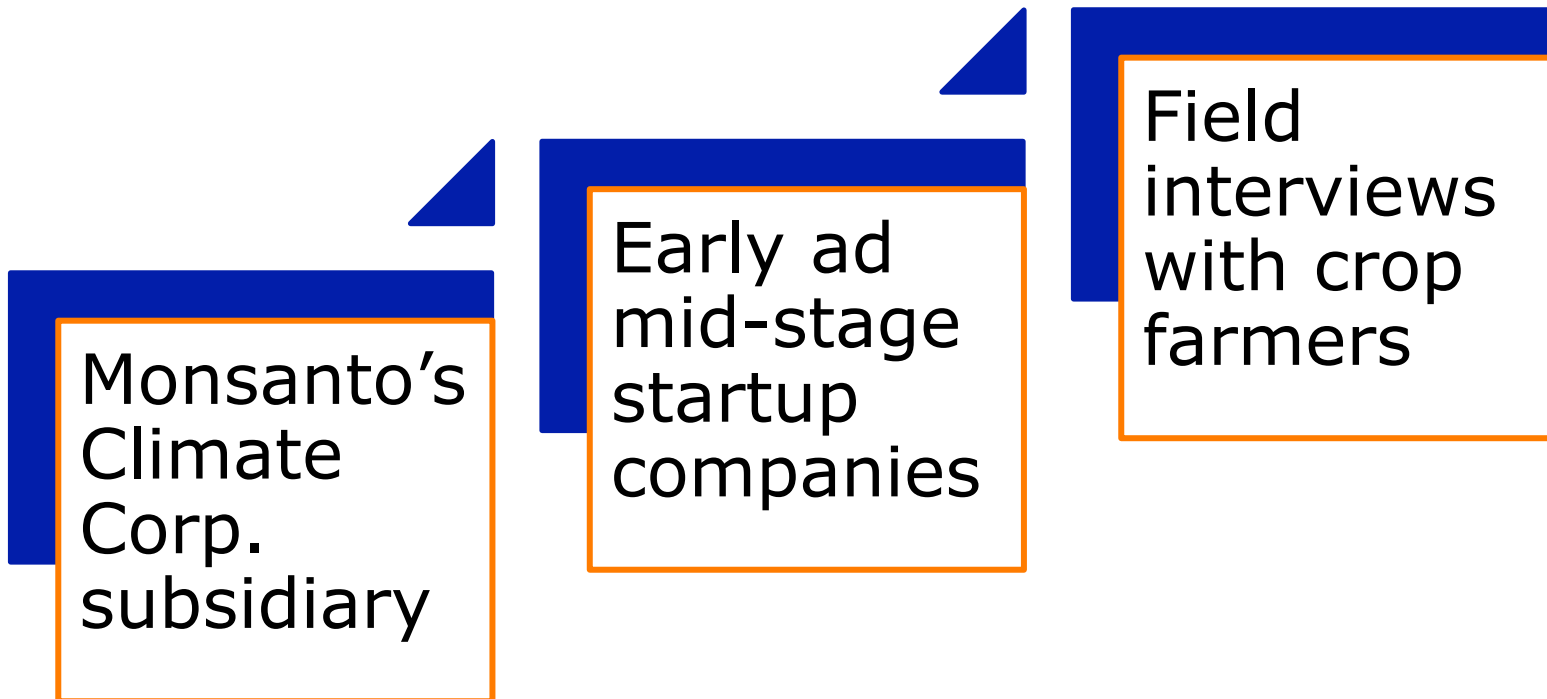


Source: Basecamp Networks.com

# Preliminary conclusion: there is a disconnect

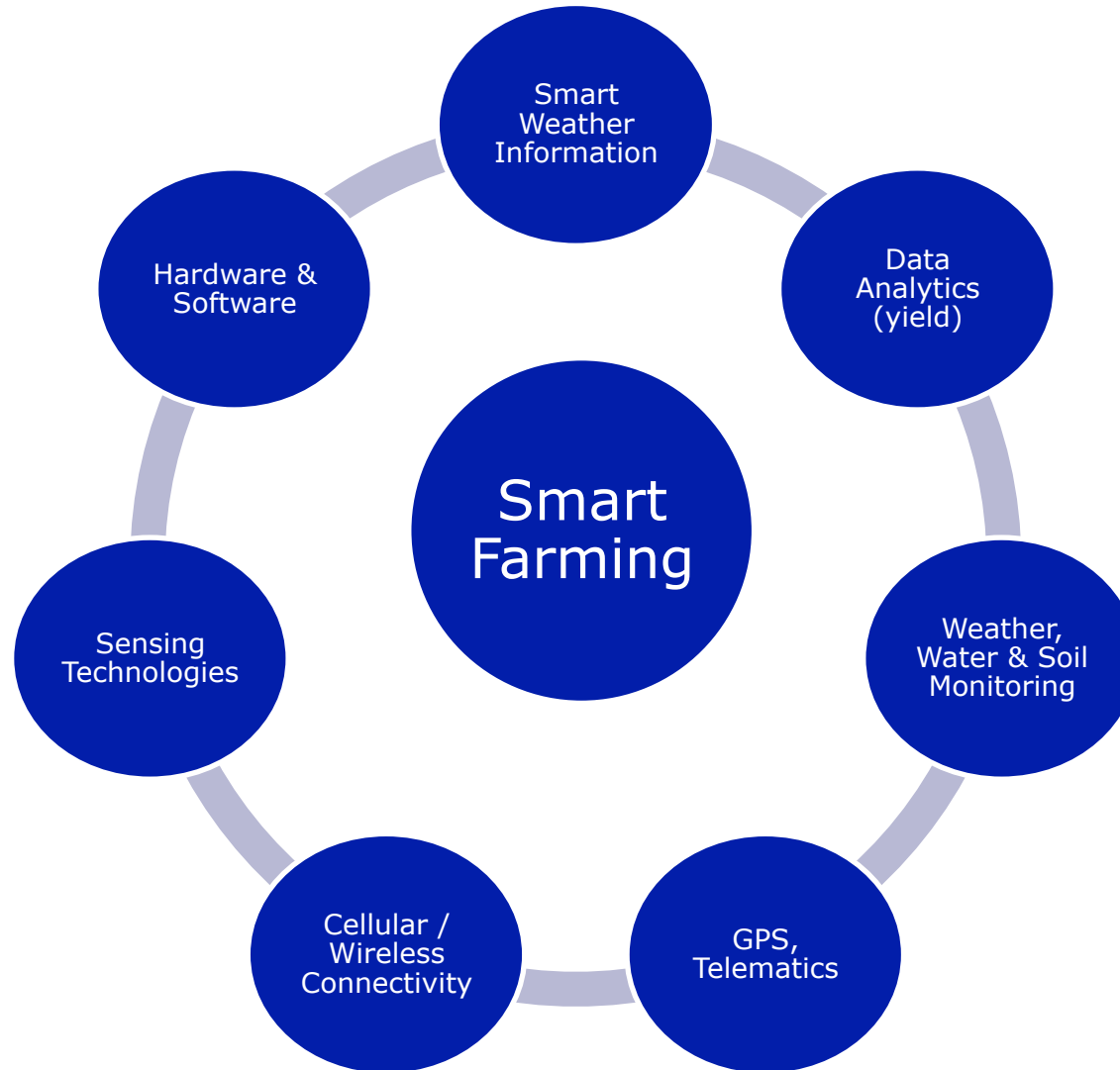


# What we have studied / done so far

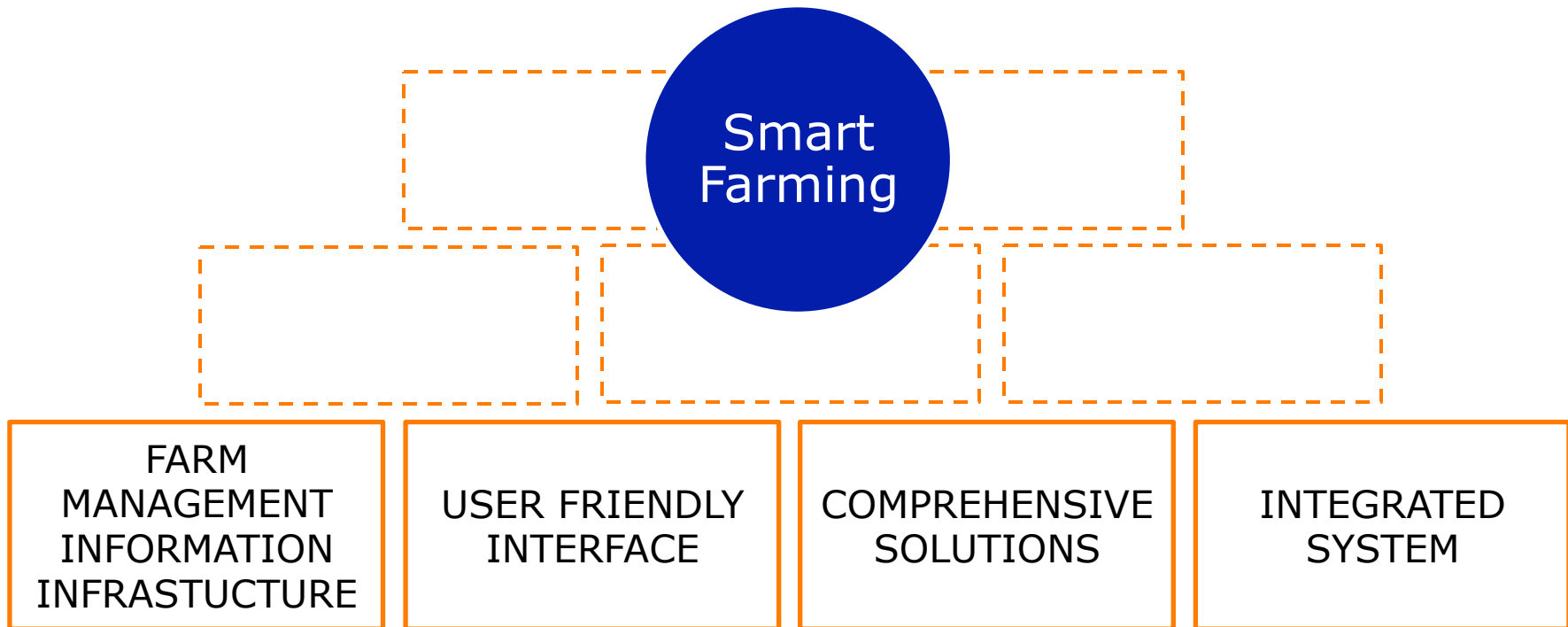




# The Smart Farming concept makes sense:



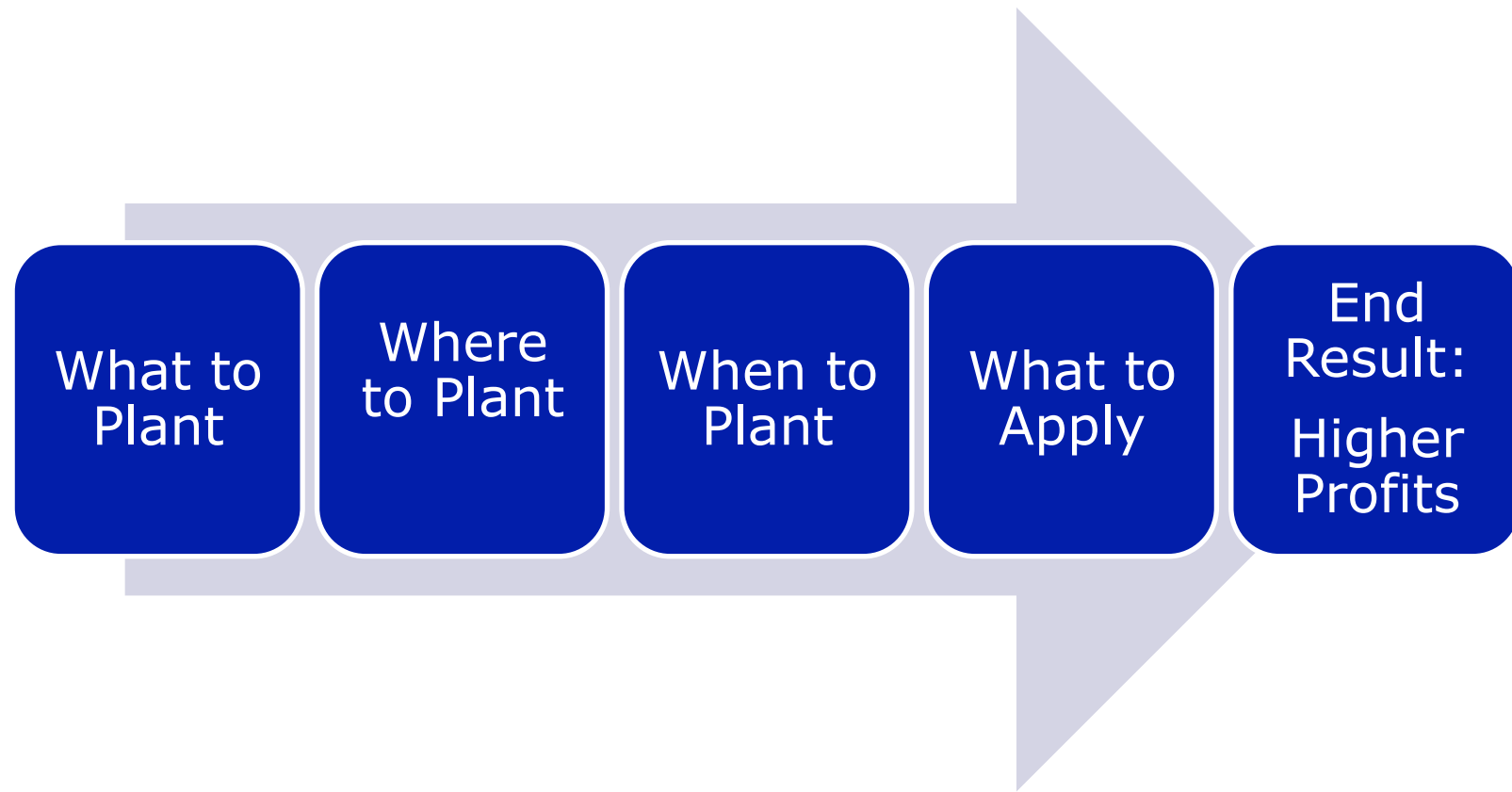
# However, several building blocks are missing



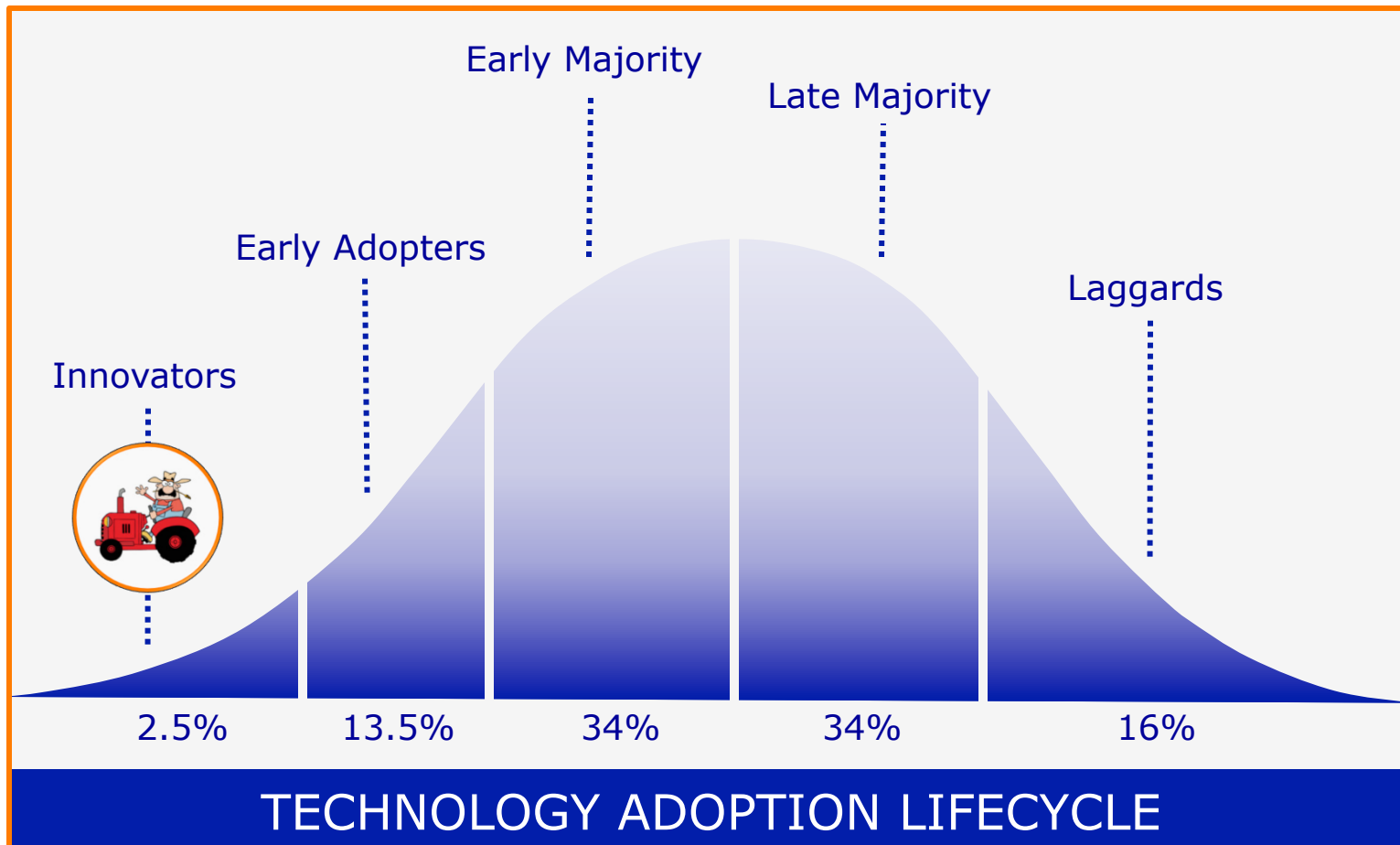
These building blocks are prerequisites for finding the Holy Grail (*i.e.*, “**Prescriptive**” or “**Smart**” Farming)



# In future Ag Tech should generate value by informing:



# Real value will drive user adoption



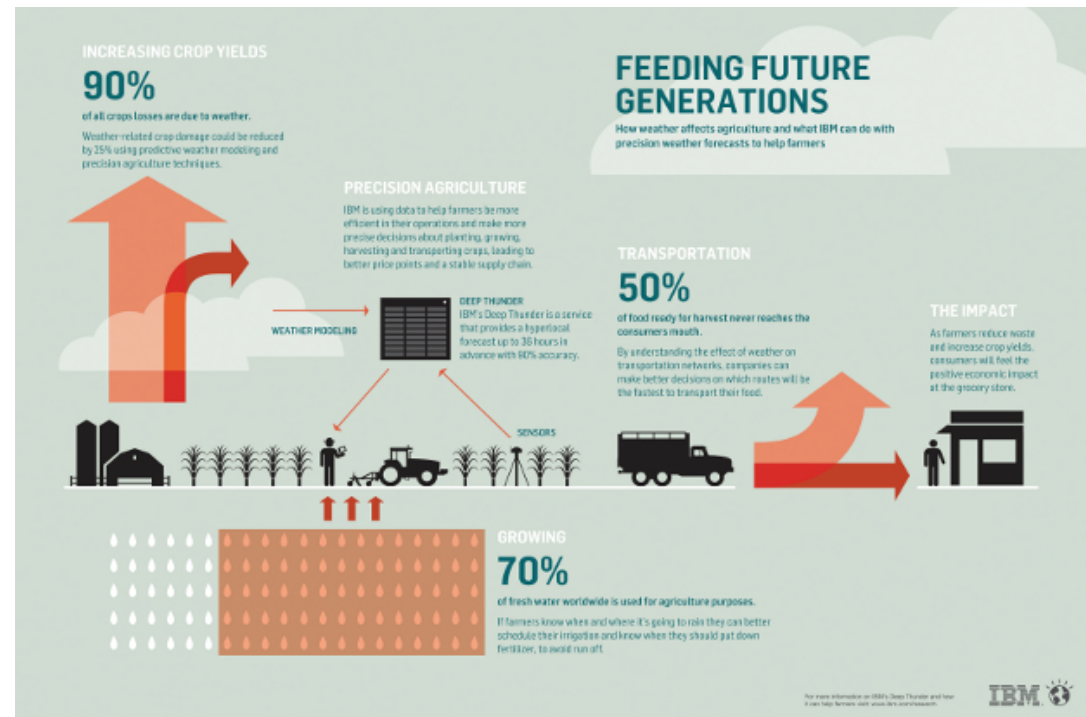
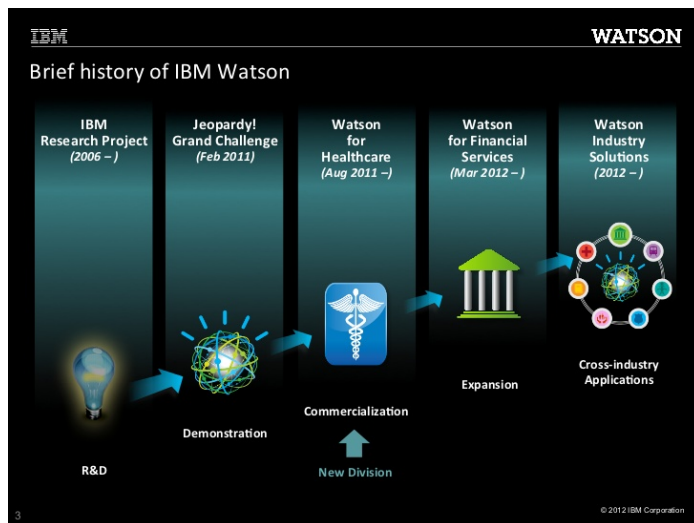
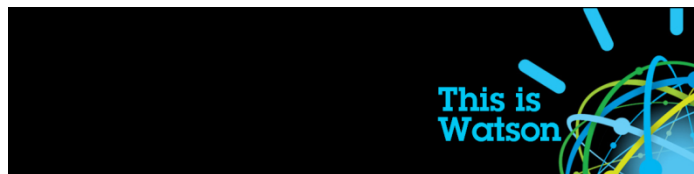


# Who's Who today in Ag Tech



# Who might be coming tomorrow?

## IBM Watson?

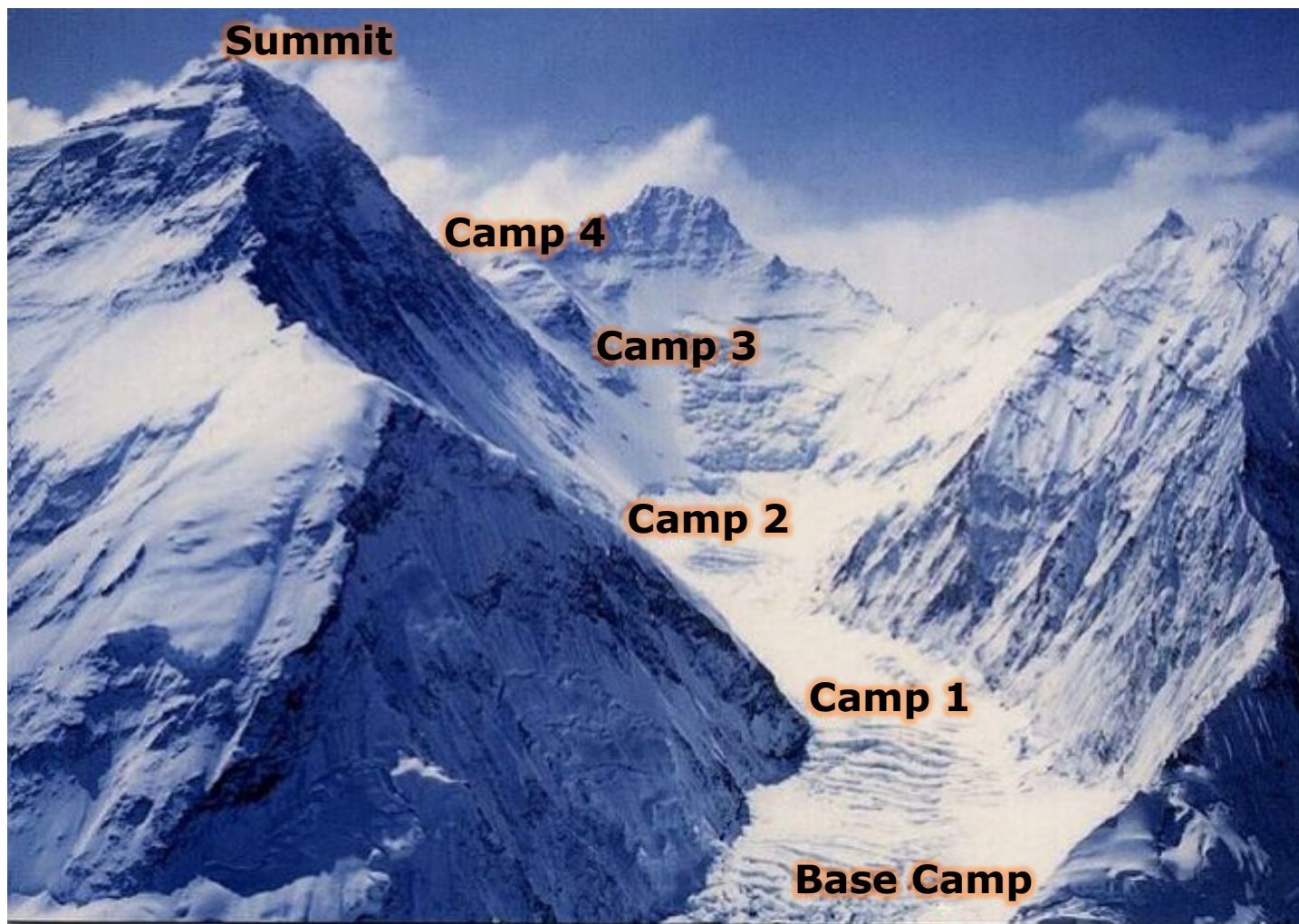


# Parting Thoughts



- Innovation in agriculture has been around as long as humans have tilled the earth
- Data technology has the potential to create significant value in farming
- However, the journey will be a long and arduous one, with several alternative routes and courses of action
- What is certain is mankind has a good track record of ascending to new technological heights
- It's only a matter of time before we "crack the code" on Data Technology and Smart Farming

# The Path to Data-Driven Farming





# The Path to Data-Driven Farming







# Questions & Answers

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# Thank you for listening!



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### *The Financial Link in the Global Food Chain*

