

ENSURING SUSTAINABLE MARKET- DRIVEN FOOD PRODUCTION WITH NEW TECHNOLOGIES

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THE FUTURE IS ABOUT A NERVOUS SYSTEM

**Ability to sense:
extra eyes, ears,
noses, hands &
feet**

- **Sensors**
- **Drones**
- **Satellites**

**Add a super brain
to process all the
information**

- **Data software**
- **Artificial intelligence**

**Remove the
operator**

- **Unmanned vehicles**
- **Robots**

THE FUTURE IS ABOUT A NERVOUS SYSTEM

*“A nervous system is not made to think but to act”
Henri Laborit*

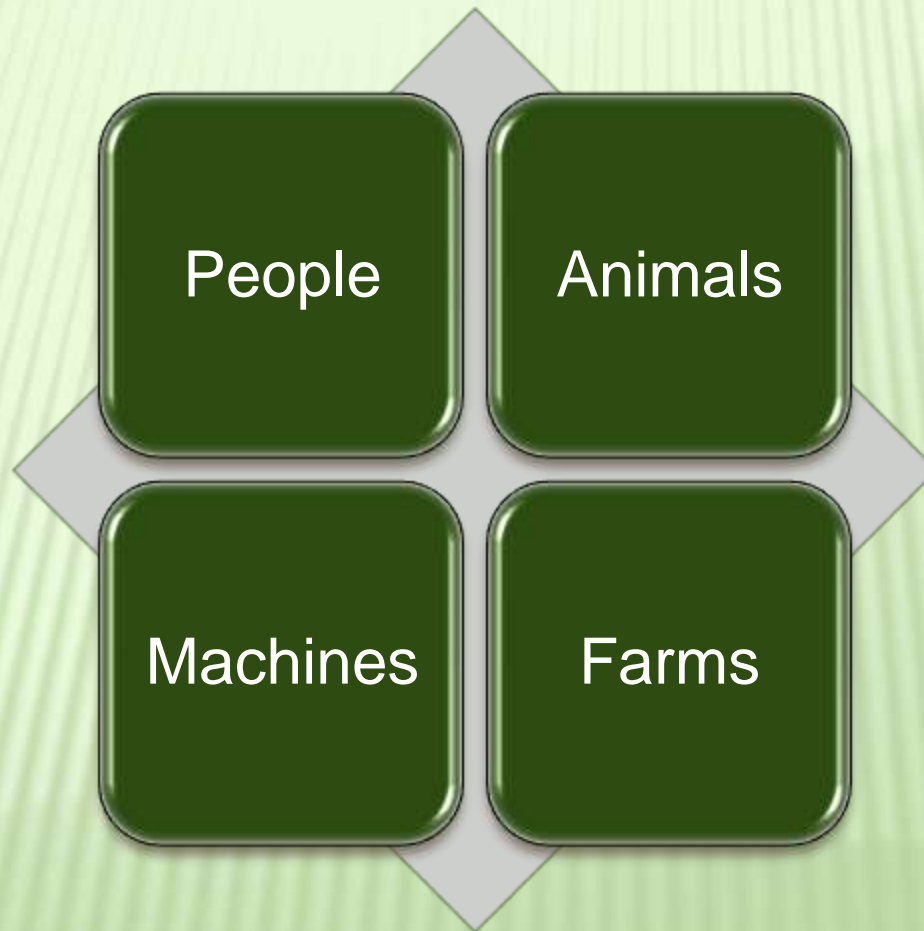
Synapses: interface + speed

Must reach all organs: beyond the nerves, the organism

INTELLIGENCE

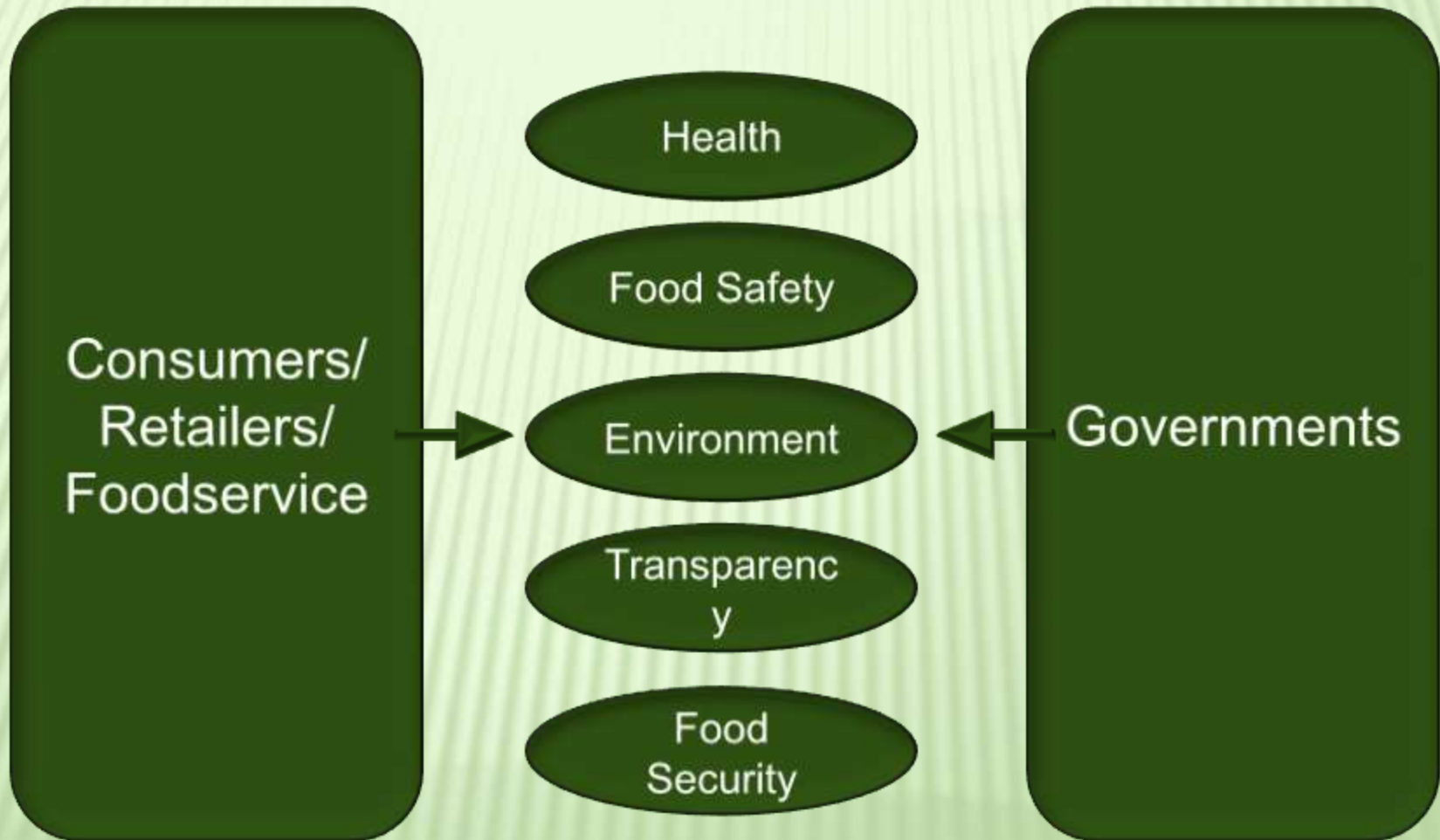


INTERACTION



A NEW WAY TO LOOK AT FOOD PRODUCTION

MORE PRESSURE TO COME ON AGRICULTURE



THE WAY OF THE FUTURE

More with
less

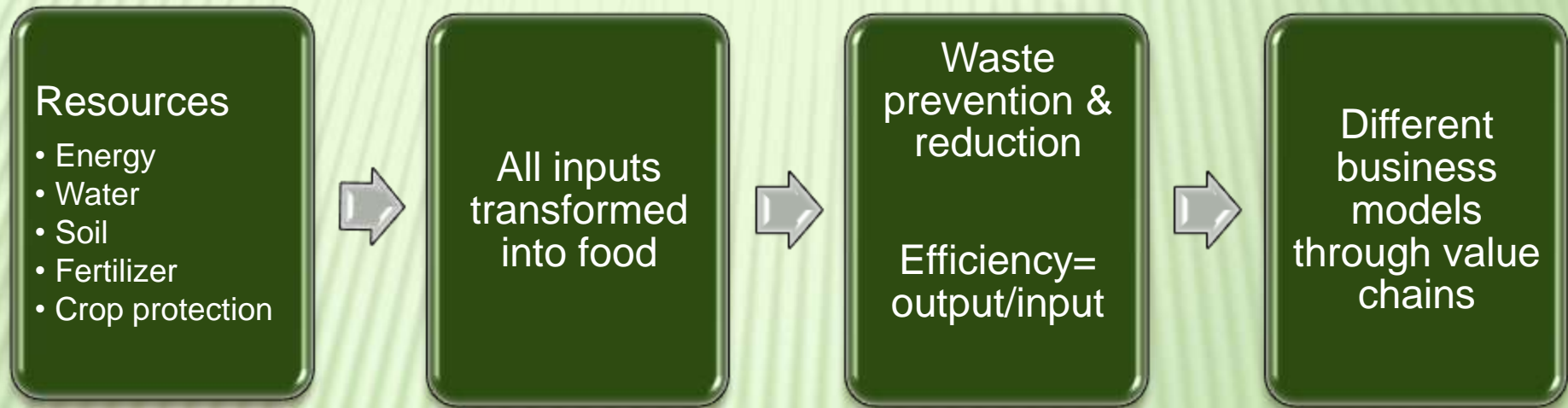
Reduce
use of
resources

More
affordable

Usable
anywhere

Available
to all

PRECISION TECHNOLOGIES = SUSTAINABILITY



PRECISION IS A GAME CHANGER

From
quantitative to
qualitative
growth

From product
to service

From price to
value

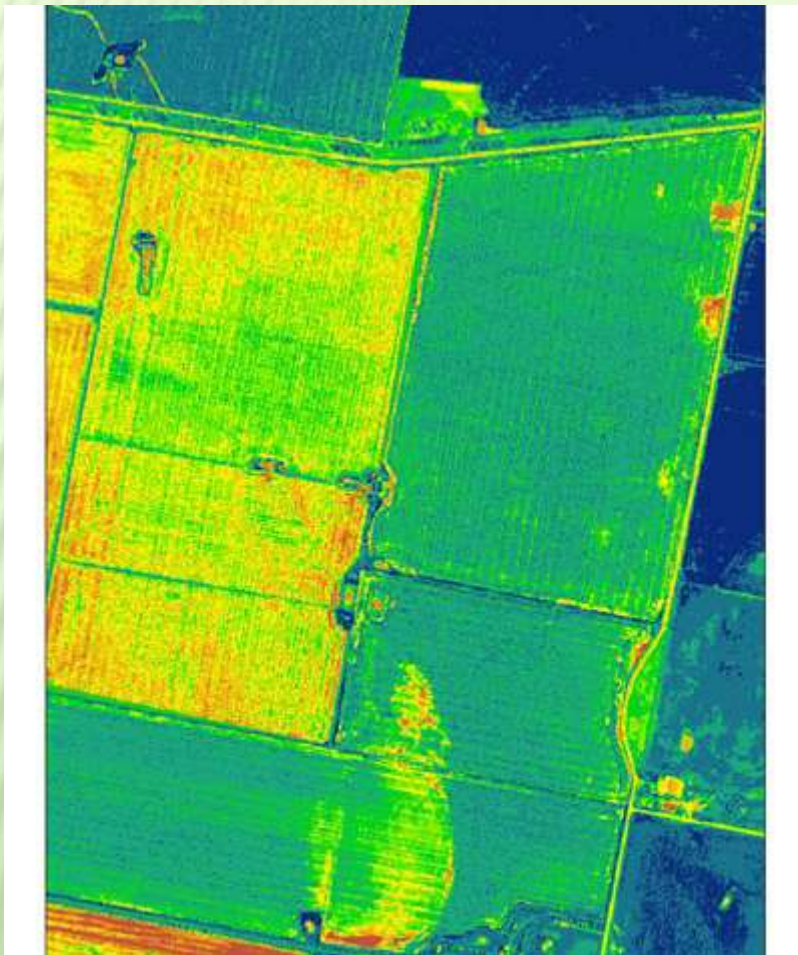
From B2B to
comprehensive
value chain

RECONCILING FOOD PRODUCTION WITH ENVIRONMENT AND CONSUMER DEMANDS

PRODUCTION & ENVIRONMENT



MAPPING AND MONITORING



Aquifers

Crops & Yields

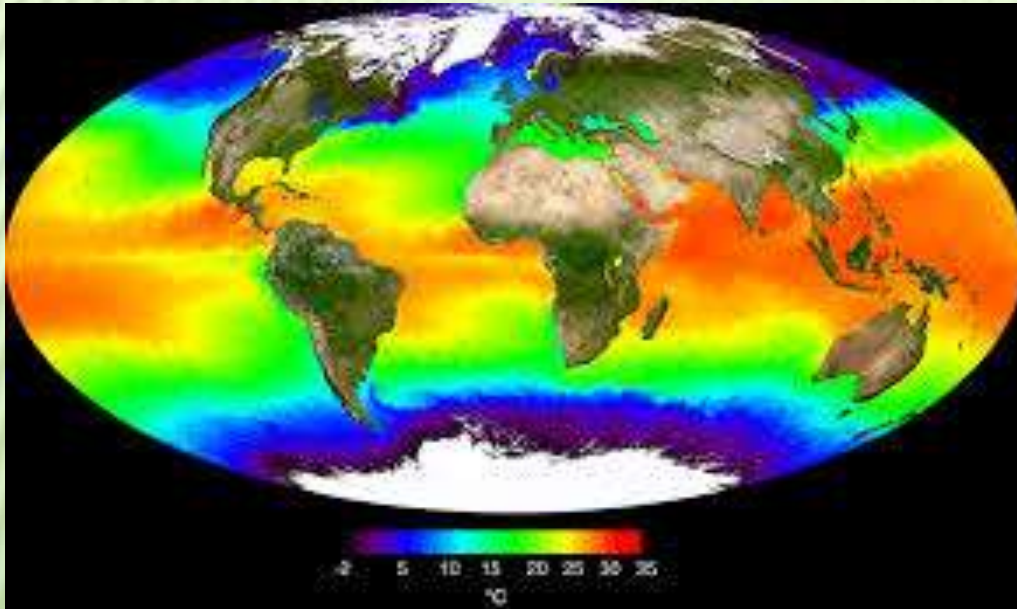
Diseases

Nutrients

Salinity

Soil erosion

MAPPING AND MONITORING



Currents

Temperatures

Water quality

Plankton

Contaminants

Diseases

Fish populations

FORECASTING & ACTION



Resources
monitoring



Market
forecasting



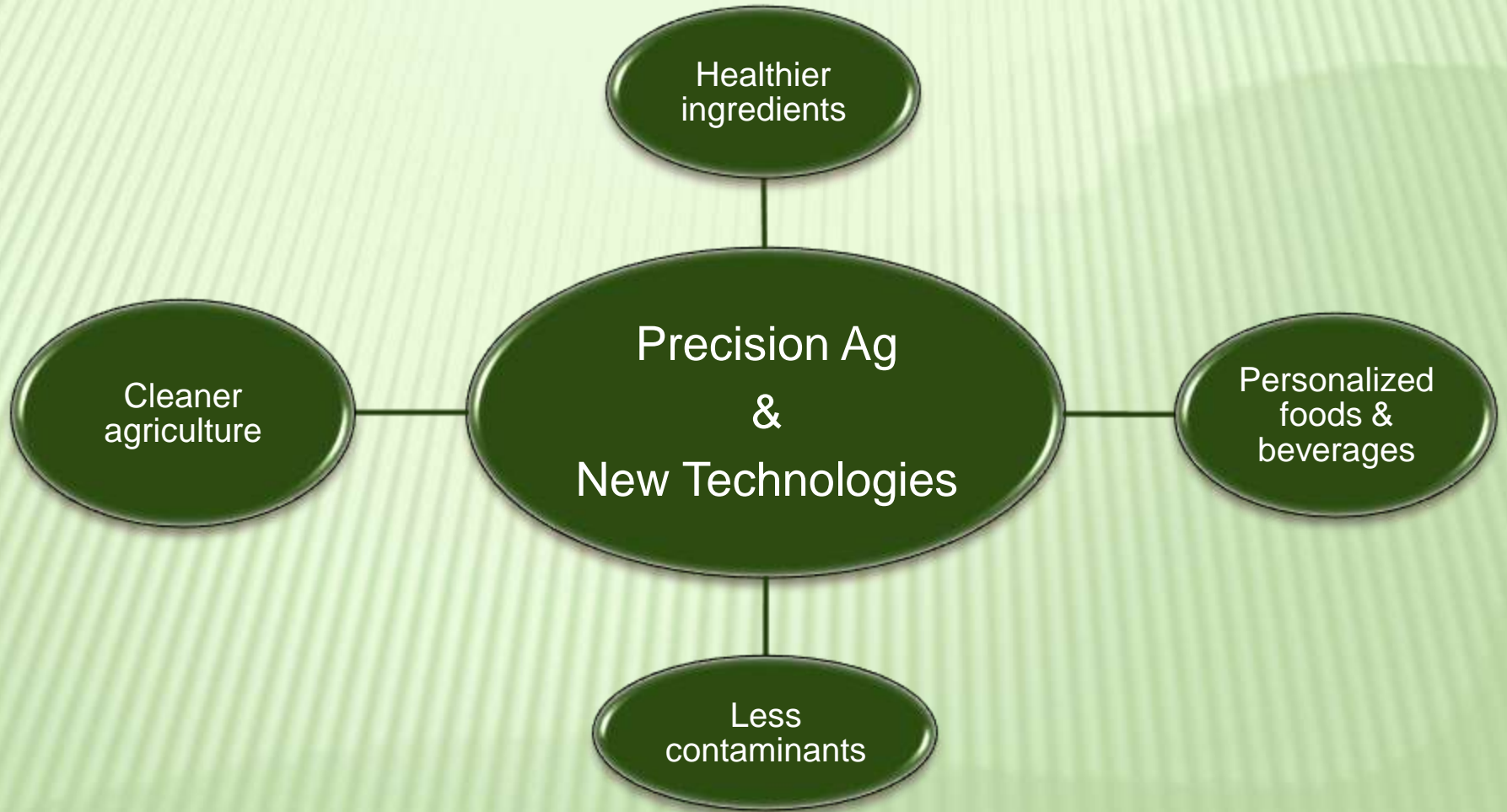
Pest &
disaster
prevention



Long-term
strategies



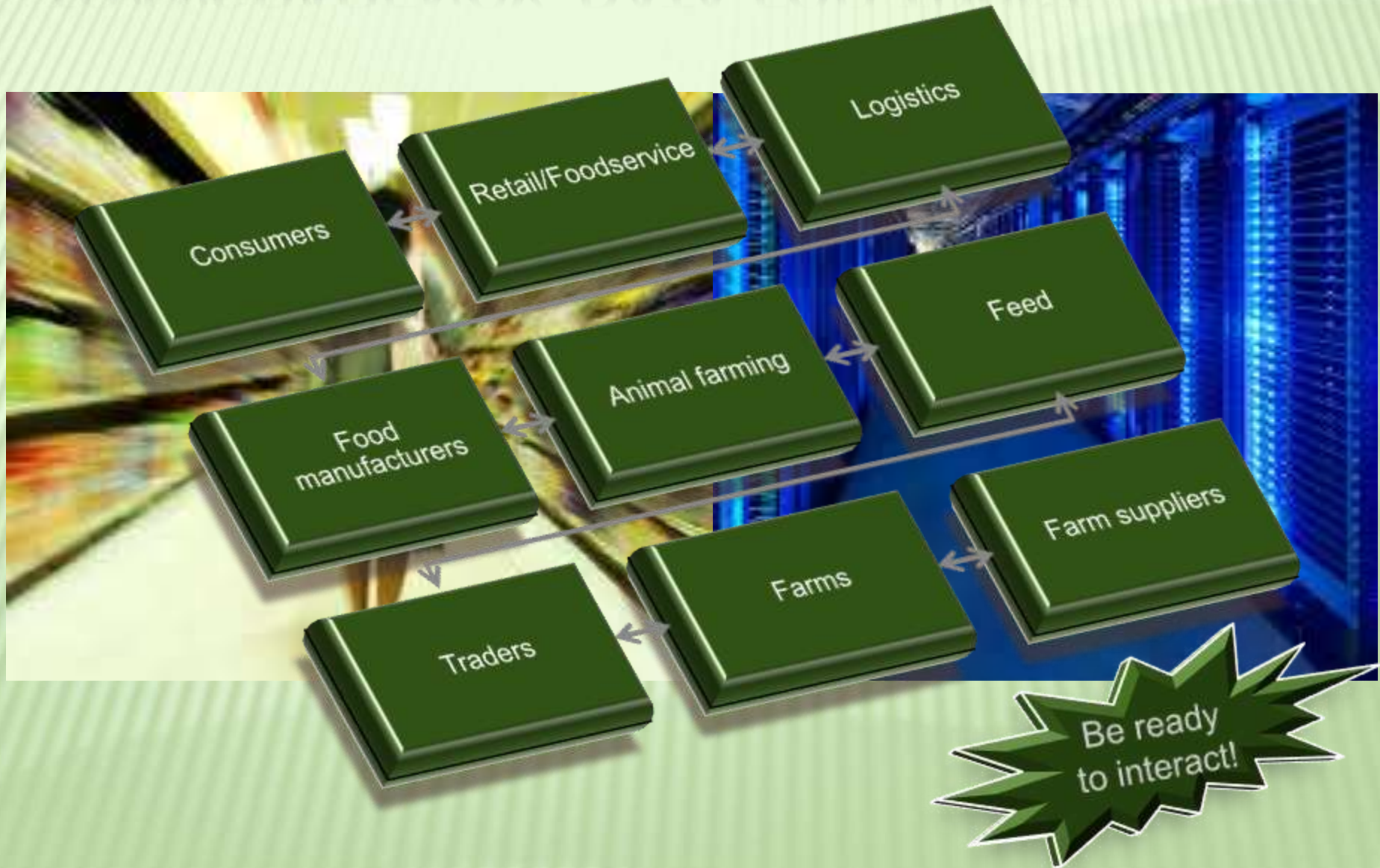
FOOD AND HEALTH



FOOD SAFETY/QA/WASTE PREVENTION

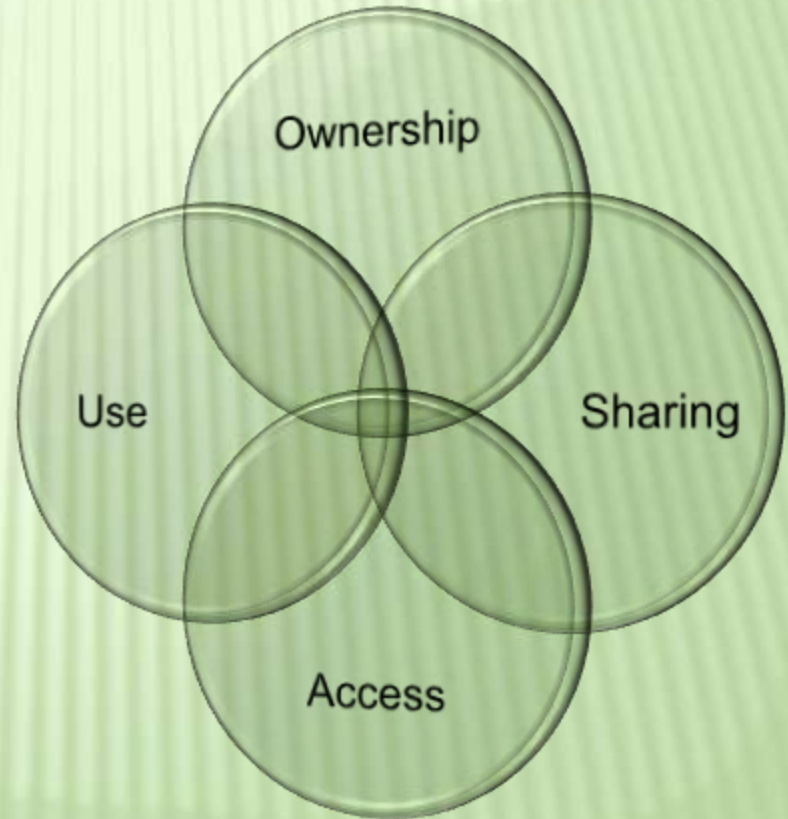
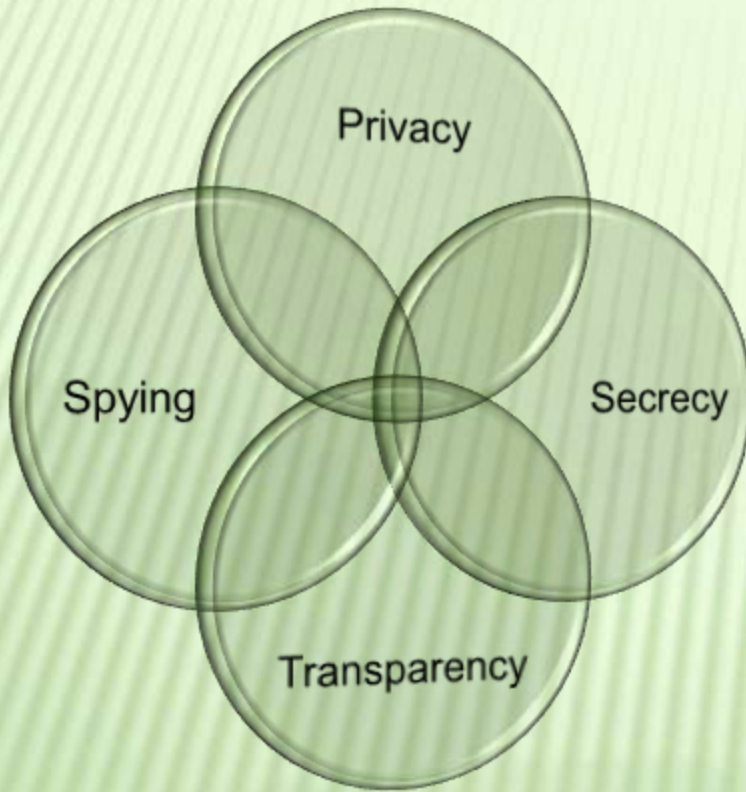


TRANSPARENCY: DATA FOR TRUST

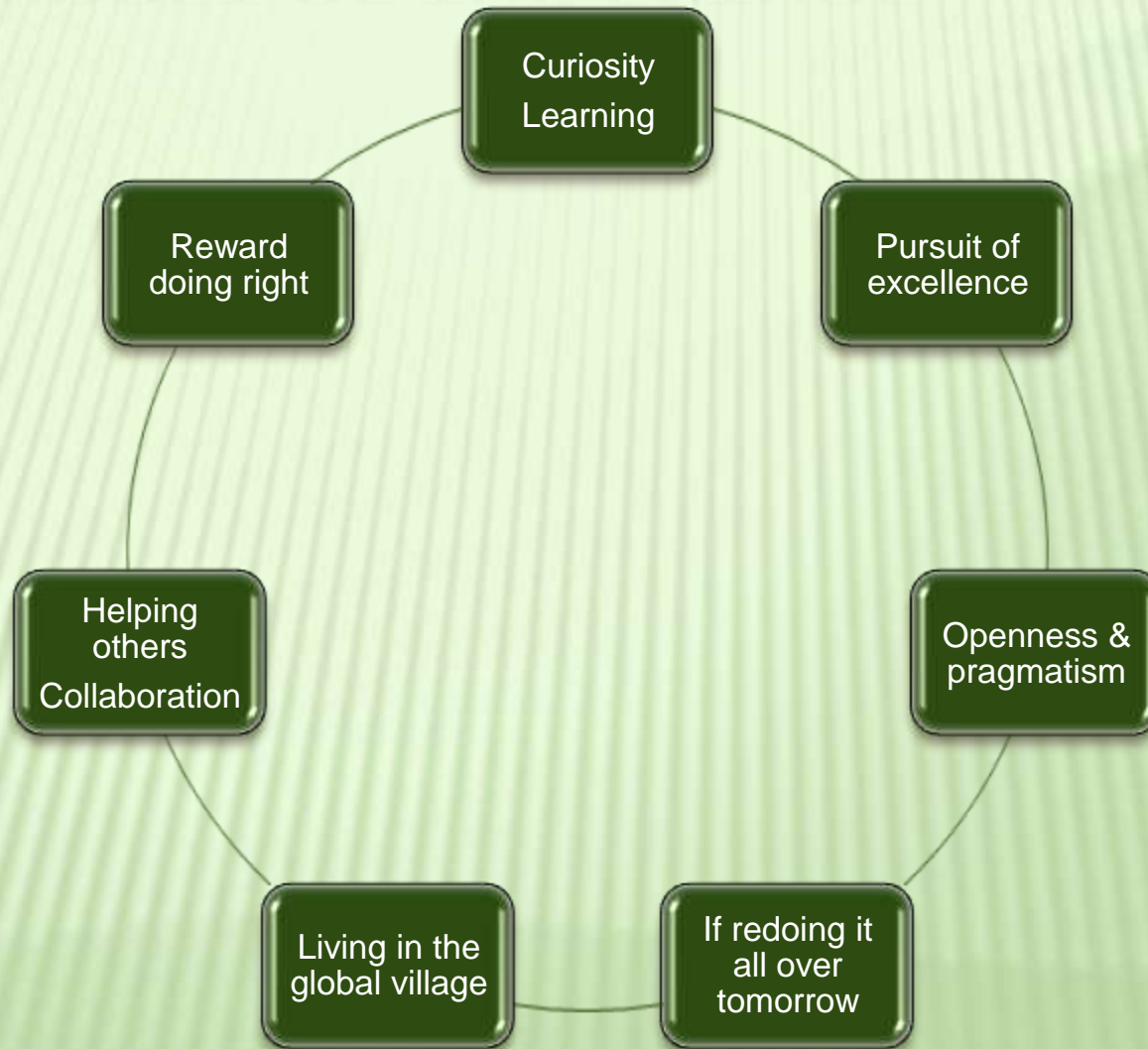


ADAPTING OUR ATTITUDE

THE BIG DATA CHALLENGE



THE MINDSET OF THE FUTURE



THANK YOU!