Introduction GeoAGRI session

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Trends

- More accurate,
- More real-time,
- More sophisticated,
- More frequent
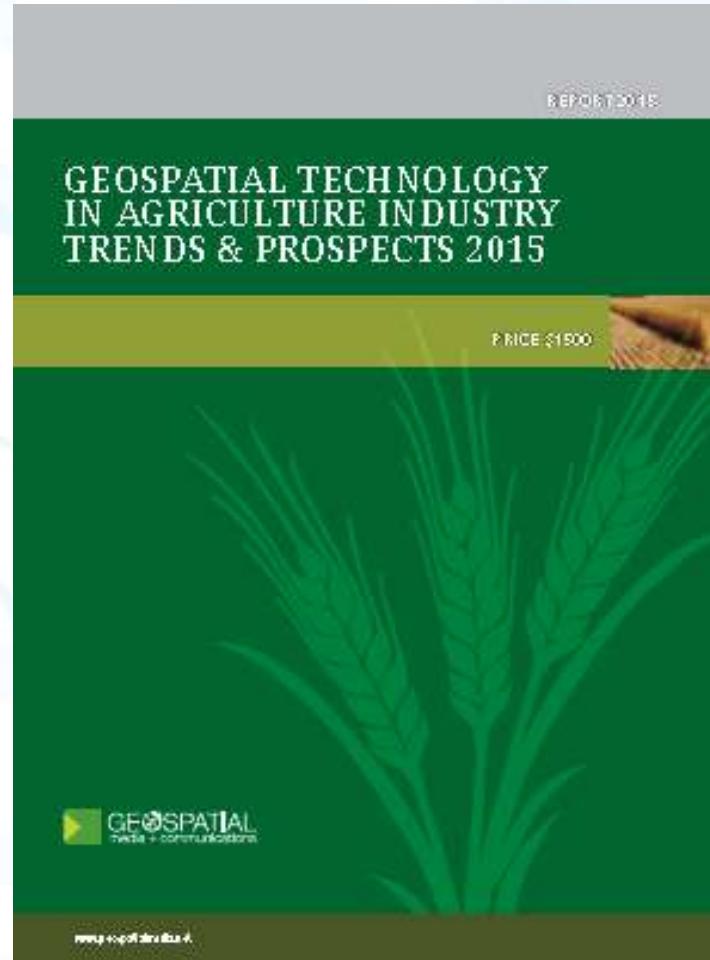
"Agriculture is not just the world's largest employer and largest industry, it is a way of life for an overwhelmingly large number of people around the world."

Markets

Demand (and consequently prices) should rise according to all prognostics, but the opposite seems to be the case...

# Opportunities at the base of the pyramid

CK Prahalad
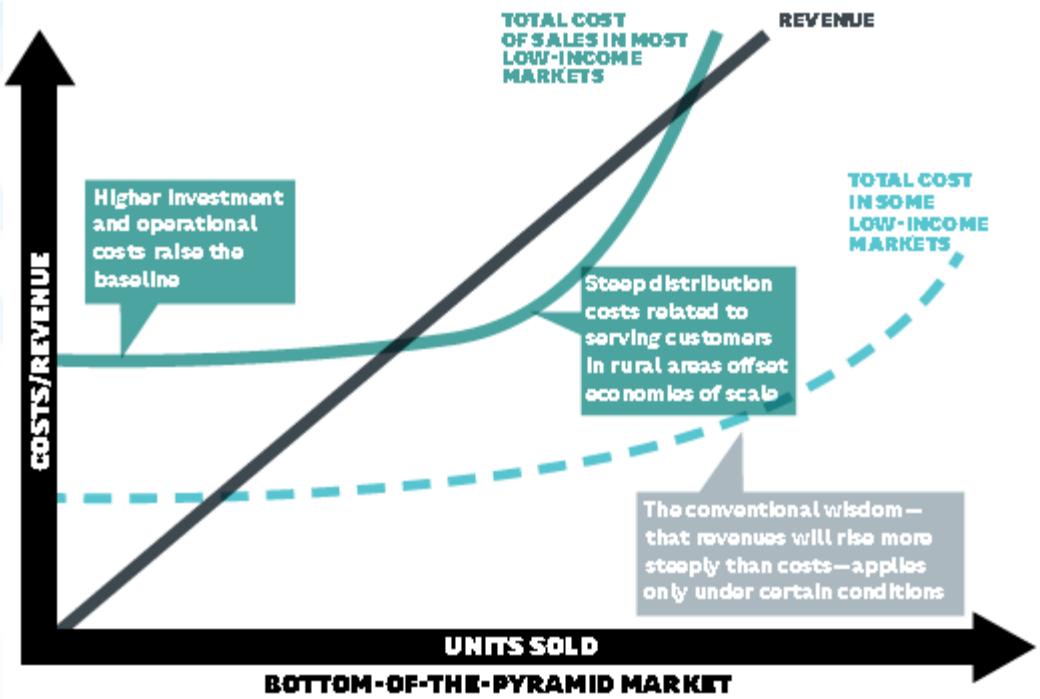
Weather prediction

Advice through mobile services on agricultural practices

Early warning pests / diseases & extreme events

Index insurance

4

Shaping and communicating government policy and monitoring effects & compliance
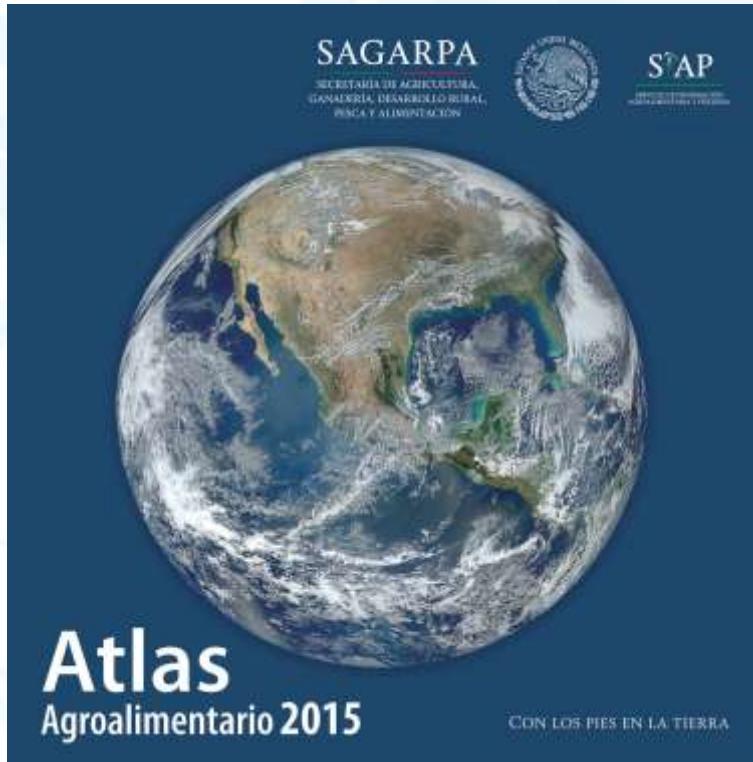
"…de los subsidios asistencialistas a los incentivos orientados a resultados; redefinimos el sistema financiero para que sea una auténtica banca de desarrollo del sector agroalimentario, la simplificación administrativa, las acciones para modernizar e incrementar la superficie de riego; trabajamos arduamente en la digitalización para lograr una genuina simplificación administrativa."

Where do we go?

Paradox:

- More specific and specialized solutions, such as early warning late blight disease potatoes,
- More integrated (and connected) solutions that go beyond the obvious ones, such as VRA and machine guidance

Further information and references:

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Thank you