

Live Webinar

The Importance of Digital Platforms in Agriculture

8.17.2023 THU | 10PM KST

Host



Jasurbek Ayupov
Global Market
Analyst

Speakers



Bojan Mijatovic
Global Market
Analyst



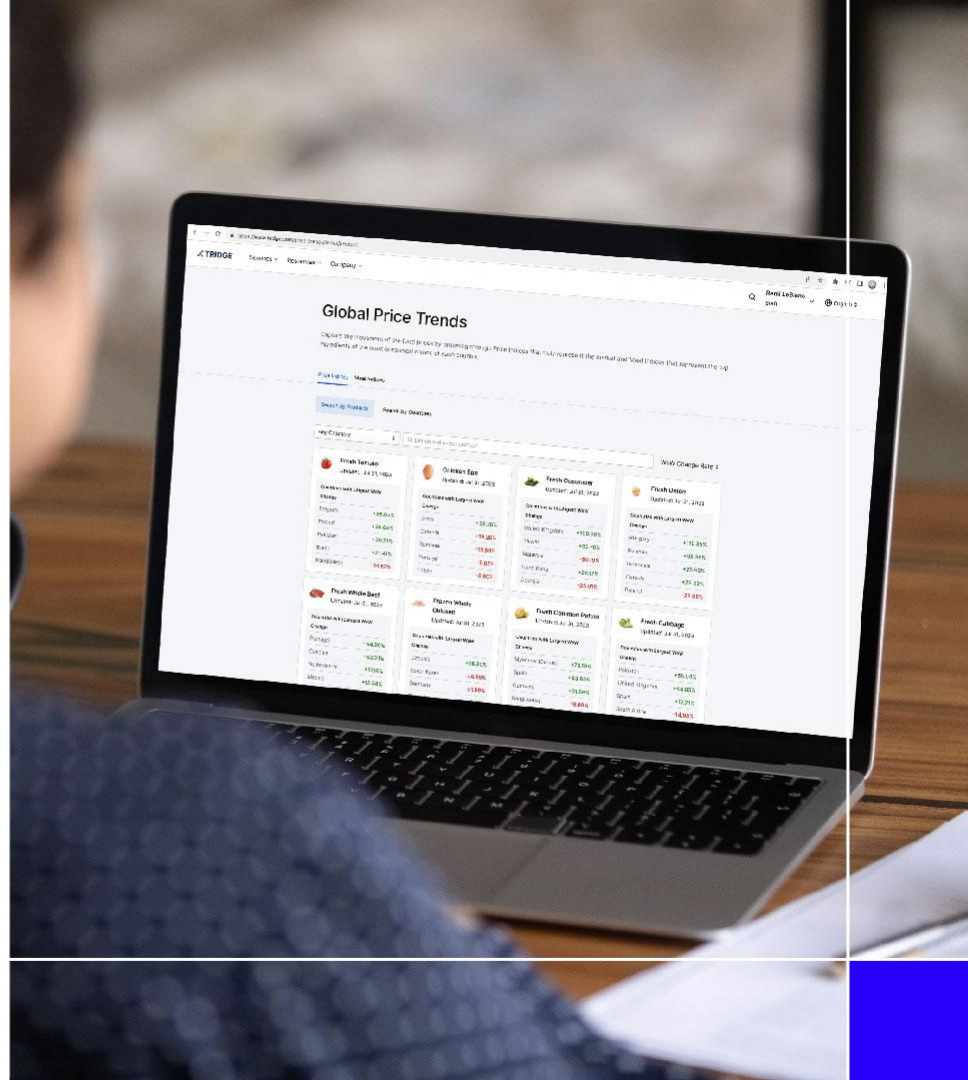
Lei Wang
GMI Researcher,
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Eunjin Kim
Product Strategy &
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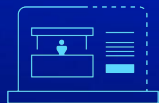
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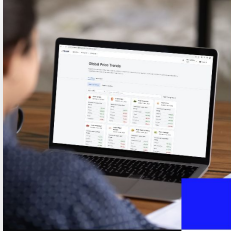
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The Importance of Digital Platforms
in Agriculture

25th May 2023

 **TRIDGE**

Hoshik Shin | CEO of Tridge

18 August 2023

01/

Leveraging Data for Enhanced Decision Making

02/

Enhancing Market Access and Trade

03/

Panel discussion

Meet Your Host



Jasurbek Ayupov
Global Market Analyst

Meet Our Presenters



Bojan Mijatovic
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Eunjin Kim
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01/

Leveraging Data for Enhanced Decision Making

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Panel Discussion

[Introduction]

Understanding Digital Platforms in Agriculture

Definition of Digital Platforms in Agriculture:

- Digital platforms refer to online tools, platforms, and applications that facilitate agricultural activities and interactions.

Types of Digital Platforms in Farming:

- Farm management software, precision agriculture tools, e-commerce platforms, etc.

Benefits and Advantages of Digital Platforms:

- Improved access to information, increased efficiency, enhanced decision-making, etc.

The logo for Tridge, featuring a stylized blue icon of three interconnected nodes to the left of the word "TRIDGE" in a bold, blue, sans-serif font.The logo for Farm, featuring a large green stylized 'X' icon to the left of the word "FARM" in a bold, black, sans-serif font.The logo for Farmer Connect, featuring the word "farmer" in a black, lowercase, sans-serif font above the word "connect" in a black, lowercase, sans-serif font. A small green plus sign is positioned between the two words.The logo for Traceverified, featuring the word "TRACE" in a blue, uppercase, sans-serif font followed by "verified" in a green, lowercase, sans-serif font. A green leaf icon is positioned above the "i" in "verified".

[Data Management]

Leveraging Data for Enhanced Decision Making

Role of Data in Agriculture:

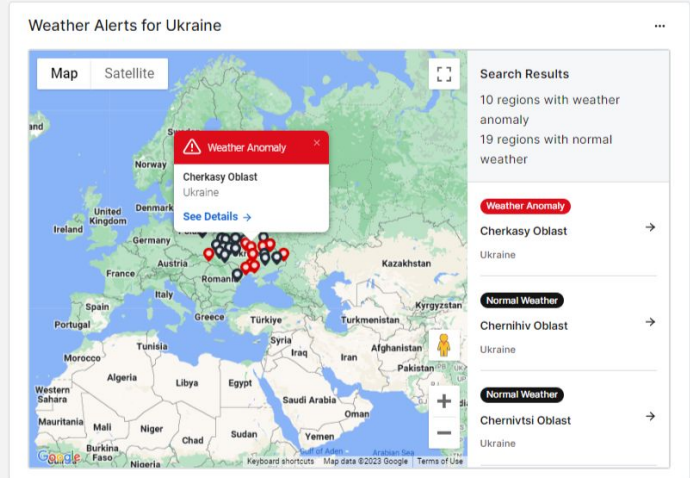
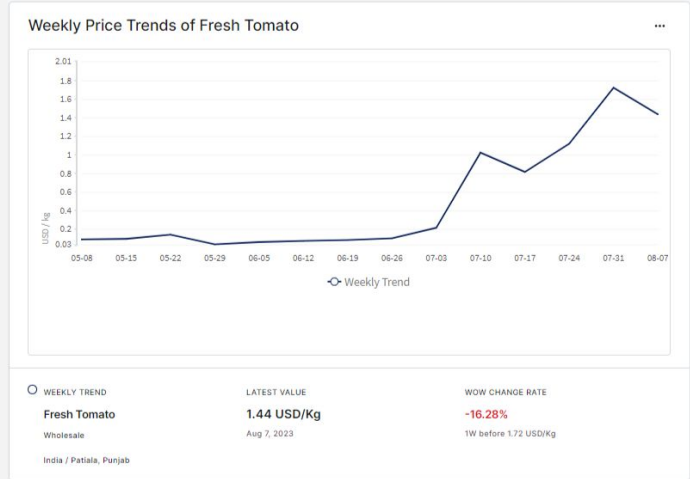
Data plays a crucial role in optimizing farming practices and driving informed decisions.

Data Driven Decision Making:

Utilizing data to analyze trends, predict outcomes, and make informed choices.

How Digital Platforms Gather and Analyze Data:

Through sensors, IoT devices, and data analytics tools.



[Digital Tools]

Data-Driven Agriculture India

Agtech boosting agriculture in India.

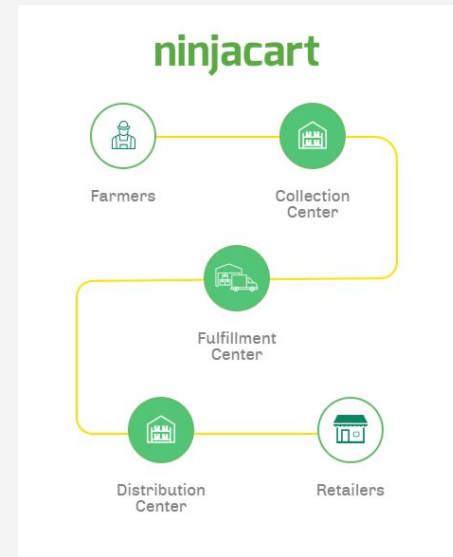
Development of the “agristack.”

- a unified database of agricultural data sets,
- customize offerings and products based on farmers’ needs,
- variation by land size, crop sown, and soil conditions.

Downstream agtechs:

- B2B or B2C platforms In 2022, firms like Ninjacart, Absolute and Waycool raised more than USD 707 million in funding.
- YES-TECH (Yield Estimation System based on Technology)
- WINDS (Weather Information Network Data System)
- CROPIC (Collection of Real Time Observation & Pictures

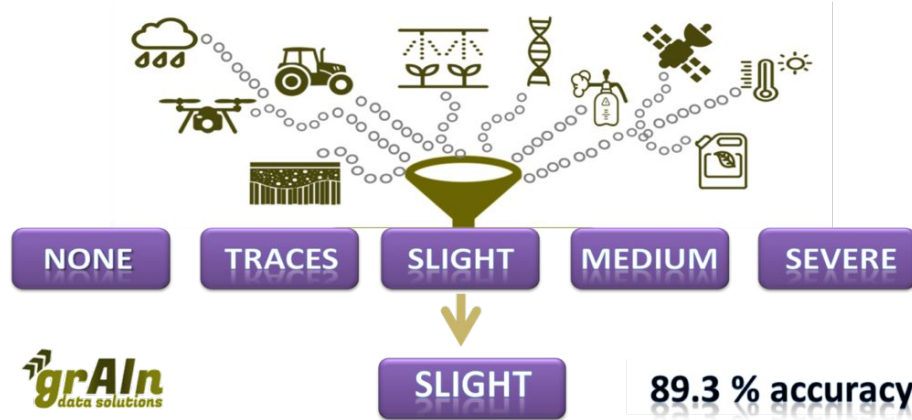
of Crops)



[Case studies]

Applying Pesticides

Precision
Agriculture



Source: Grain DataSolutions

Benefits of Data-Driven
Farming

Data and
Technology to
Optimize Farming
Practices

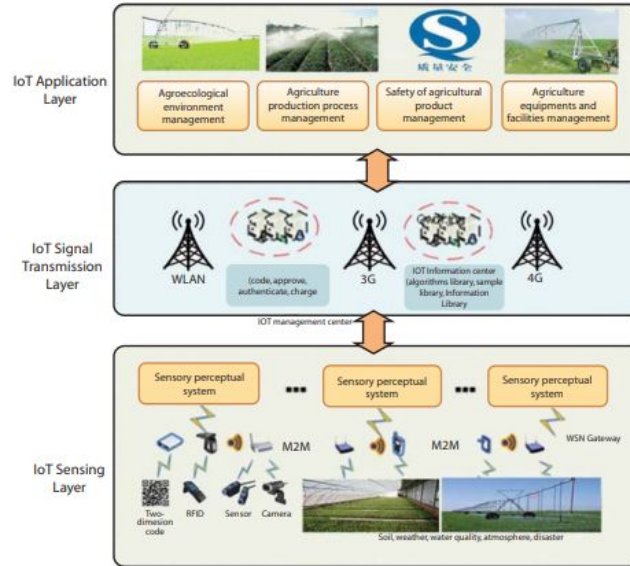
Higher crop yield, reduced
resource wastage,
increased sustainability,
etc.

[Case studies]

Environmental Data Acquisition System

Automatic Production System

Internet of Things in Agriculture



Source: FAO E-agriculture in Action

Ict, Iot, Big Data and Cloud Computing

Role of Experts in Agriculture, Telecommunications and ICT

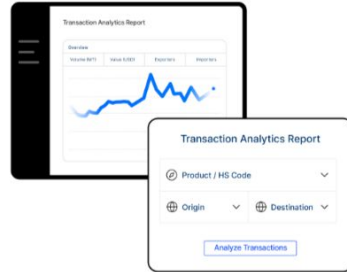
[Case studies]

Transaction Data Analyzer

Market
Competitiveness

New Potential Customers

Price Negotiations



Implement a strategic plan by diving deeper into our data explorer

Transaction Data

Browse up-to-date transaction data specific to customs in different markets.

[Explore Transactions Data](#)

Price Data

Trade Data

Production Data

Seasonality Data

Weather Data

Market Dynamics and
Trends

Source: Tridge

01/
Leveraging Data for Enhanced Decision Making

02/
Enhancing Market Access and Trade

03/
Panel Discussion

[Overview]

Enhancing Market Access and Trade

Digital Platforms and Market Access:

- direct access to markets, eliminating geographical barriers.

Connecting Farmers with Buyers Through Ecommerce:

- better market opportunities.

Ensuring Secure Transactions:

- safe and transparent transactions,
- ensuring trust and reliability.

Challenges

- fragmentation,
- lack of standard data architecture, and
- cross-platform interoperability

North America and Europe are leaders of agtech adoption, with Asia lagging.

Currently using or planning to use at least one technology in the next two years¹

Global	Europe	North America	South America	Asia
~39%	~62%	~61%	~50%	~9%
Farm-management software top use-case	Farm-management software and remote sensing most popular use-cases	Farm-management software most popular use-case	Remote sensing most popular use-case	Farm automation and robotics most popular use-case

Source: McKinsey & Co



Source: Tridge

[Digital Platforms]

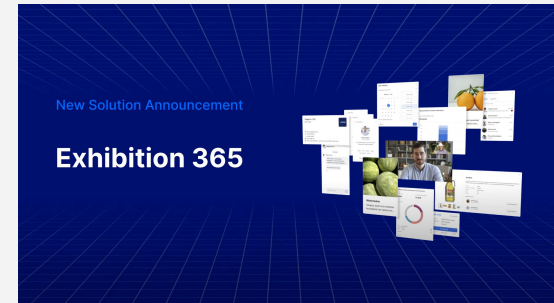
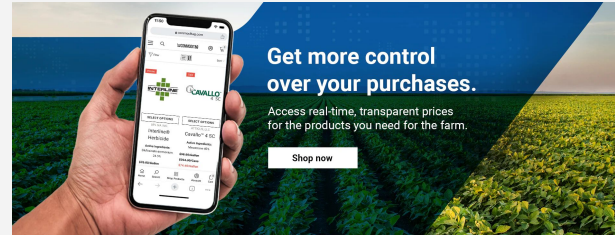
E-commerce Success Story

Case Study: Farmer to-Consumer Online Marketplaces:

- The project “Adelaide.Farm”-online platform which objective is to connect consumers and small producers.
- CommodityAg - access the agricultural inputs and supplies
- Agrellus is an online and mobile marketplace that brings together buyers and sellers of agricultural inputs, services and commodities
- myCargill.com - online ordering access to food safety information, and access to food safety and product specifications.
- Tridge - Exhibition 365 - gateway to a cost-efficient, always-on agricultural trade show designed specifically for agri-food suppliers

Benefits for Farmers and Consumers:

Higher profits for farmers, access to fresh and locally sourced produce for consumers, faster and more efficient customer reach



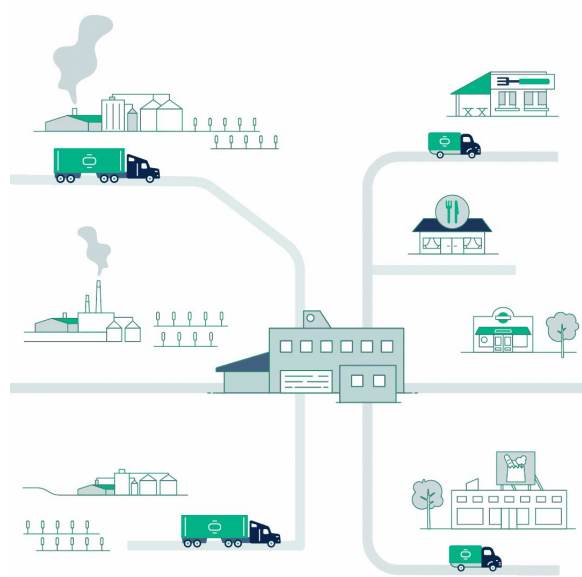
Source: Tridge, Cargill, Agrellus

[Case Studies]

Market Access Challenges and Solutions-Foodshed.io

Digital Platform
Solutions for
Overcoming
Challenges:

Direct market
access, wider
customer base,
price
transparency,
reduced
dependence on
intermediaries.



Challenges in Traditional Market
Access:

Limited market reach, dependency
on middlemen, lack of
transparency.

Source: foodshed

[Digital Potential]

Benefits of Digital Platform Adoption

Improved Price Transparency:

Digital platforms enable farmers to set fair prices and customers to compare and choose.

Increased Market Reach:

Farmers can reach national and international markets, expanding their customer base.

Reduced Middleman Dependence:

Direct farmer-to-consumer connections reduce the need for intermediaries.

Trade Transparency

- Tridge Transaction Data Analyzer
- Tridge Price Predictions- data science and machine learning to predict the price of agri-food goods



Source: [Tridge](#)

[Recap]

Conclusion

Recap of Key Points:

Digital platforms offer numerous benefits in agriculture, including improved market access, enhanced decision-making, and increased efficiency.

Importance of Digital Platforms in Modern Agriculture:

Embracing digital platforms is crucial for the growth and sustainability of the agricultural sector.

Encouragement to Explore Digital Solutions:

It's essential for farmers and stakeholders to explore and adopt digital solutions for long-term success.

 <p>Consider omni-channel solutions</p> <p>to engage more and earlier with farmers, enriching personalized offline and online experiences</p>	 <p>Become the "innovator" and partner of choice</p> <p>when farmers are looking to try new products and technologies to drive yield and reduce costs</p>	 <p>Offer timely and personalized products and services to farmers</p> <p>using in-season analyses to target the right customers at the right time and adapt their engagement model</p>
 <p>Support farmers during these uncertain times</p> <p>by helping them capture opportunities (e.g., offer products/services to capitalize on crop prices & yield)</p>	 <p>Help farmers monetize the adoption of sustainable practices,</p> <p>orchestrating the agri value system and finding ways to support implementation and expand penetration and adoption of new practices</p>	 <p>Make sustainability programs accessible and simple</p> <p>Rigor and traceability are key for linking actions to environmental impact and end consumers</p>

[Question One]

**From a farmer/supplier perspective,
how can digital platforms help
decision-making and gain access to
better markets?**

[Question Two]

From a buyer/retailer perspective, how can digital platforms streamline the procurement process and enhance product marketing strategies?

[Question Three]

What challenges do agricultural stakeholders face when implementing digital platforms, and how can these challenges be overcome?

Q&A

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230,000+

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Monthly Deliveries

600,000+

Monthly Views by
Agri-focused Players

20%

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Exclusive Ad Space

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