The Future of Digital Farming

Rabobank

DATA WAREHOUSE & VAULT

A trusted, secure storage container for historical production results and farm practice data. After raw data is gathered, it is then curated (i.e. formulated) for data analysis by outside vendors. These vendors presumably access the data via paid subscription only if and when authorized by growers

VENDOR DATA ANALYTICS PLATFORM

Vendors consist of farm input providers, retailers, distributors, and other service providers seeking to extract actionable insights from the data warehouse & vault to 'commercial users.' The commercial users can then incorporate the insights into the advice and services they deliver to growers

Actionable Insights

Agronomic Science / Operational Advice

Financial / Capital Management Advice

Uploaded via Cloud Computing Interface

Aggregated Data

Farm Management Software

Smart Devices (Internet of Things, or IoT)

Remote Sensing & Machine Data

Commercial Users

Agronomists
Farm Consultants
Professional Farm Companies
Midstream Players (ABCDs)
Brand Owners (Food Companies)
and their supply chains

FARMERS

Margin-Enhancing Recommendations

The Five Components of Precision Farming

1 Precision Soil Preparation

2 Precision Seed / Planting

3 Precision Crop Management

4 Precision Harvesting / Processing

5 Precision Livestock Farming

Source: CEMA 2017