Growing data…

the importance of capturing, sharing, validating and monetizing data throughout Food & Agri ecosystems

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Microsoft

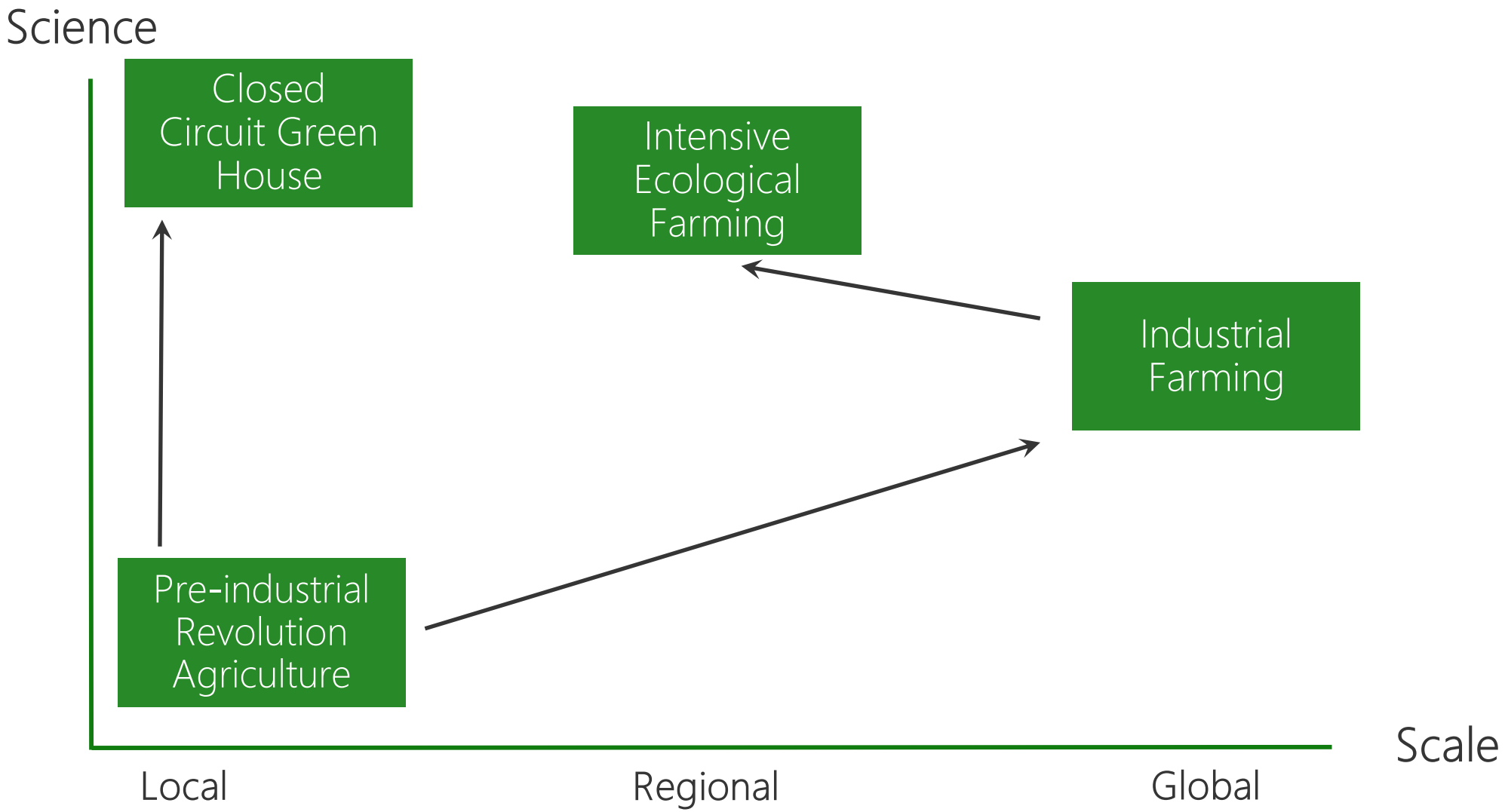
Global challenges

Feed 9.6 billion people in 2050

Preserving scarce natural resources while increasing production

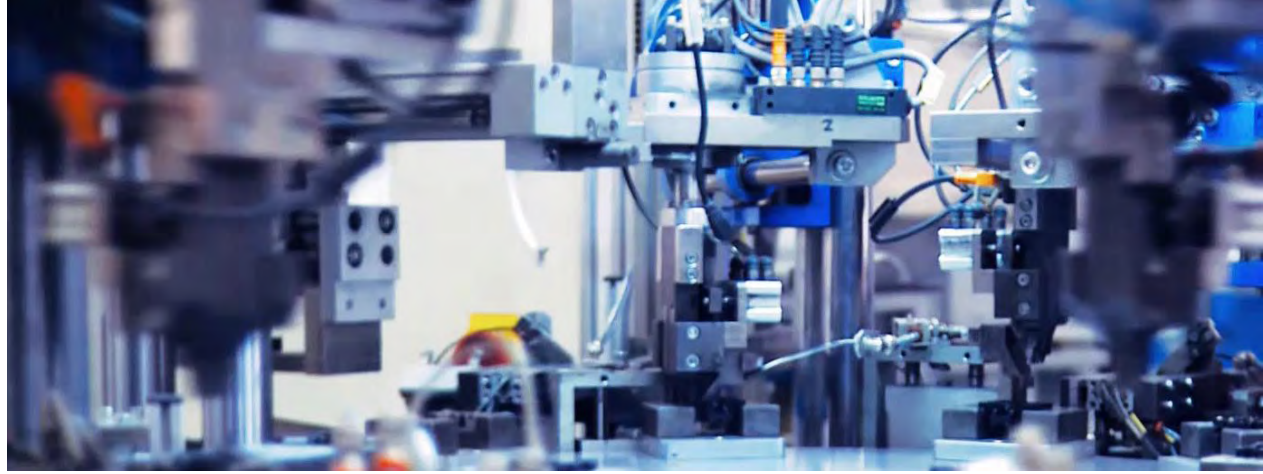
Global shifts in diet and taste

We need to feed the whole world

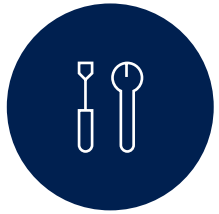


Fourth industrial revolution

Digital Transformation



DIGITAL TRANSFORMATION



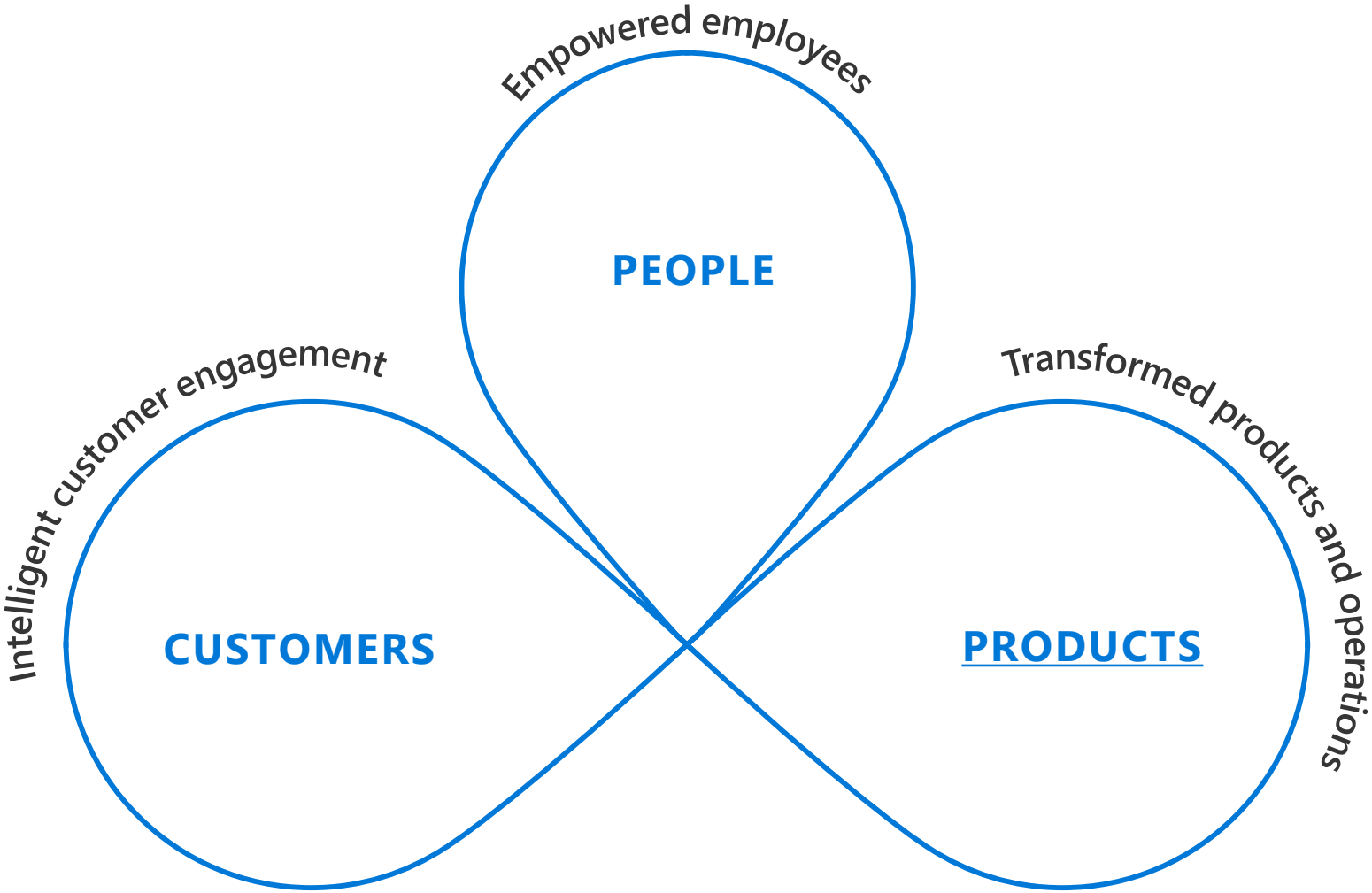
Empower employees

Engage customers

Optimize operations

Transform products

DIGITAL FEEDBACK LOOP



SENSORS ARE EVERYWHERE
Microsoft

SOME TRENDS IN "DIGITAL"

By 2018, six billion "things" will have the ability to request support – *Gartner*

25 billion connected "things" will be in use by the end of 2018 – *Gartner*

500 billion connected 'things' will be in use 5 years from now – *Frost & Sullivan*

By 2025, the Internet of Things could generate more than $11 trillion a year in economic value - *McKinsey*

Microsoft

The Age of

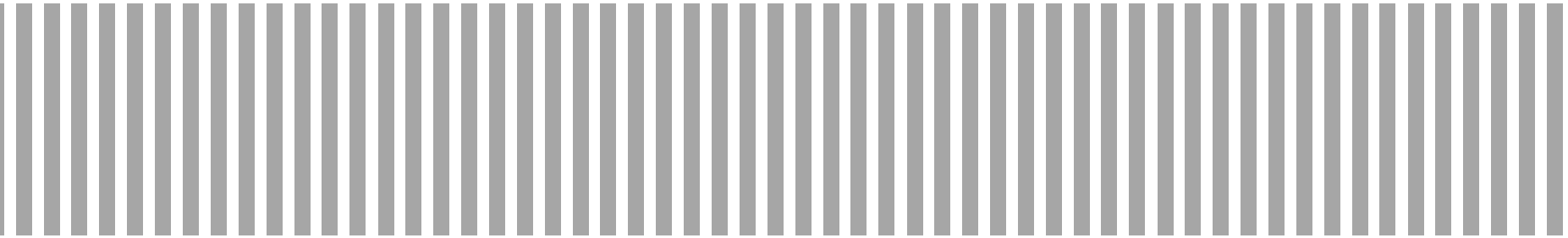
DATA

How Did We Get Here?

"Datafication"

Acquiring & Storing 1 TB Of Data

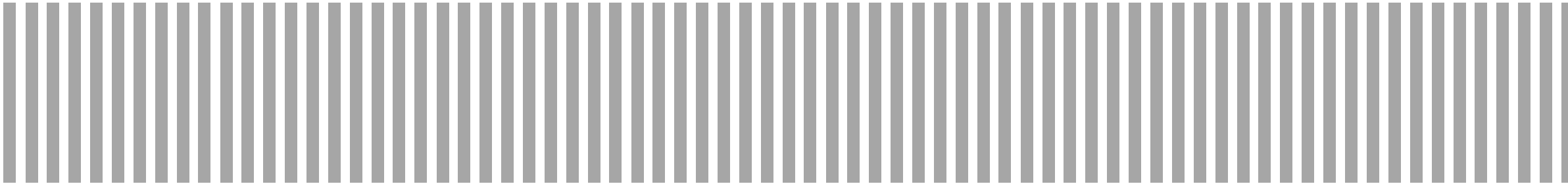
1982



$1.5B

Acquiring & Storing 1 TB Of Data

1982 – $ 1.5 B



2018

$5.00

www.moba.net

"This data *currently* has not enough value to bother deleting it."

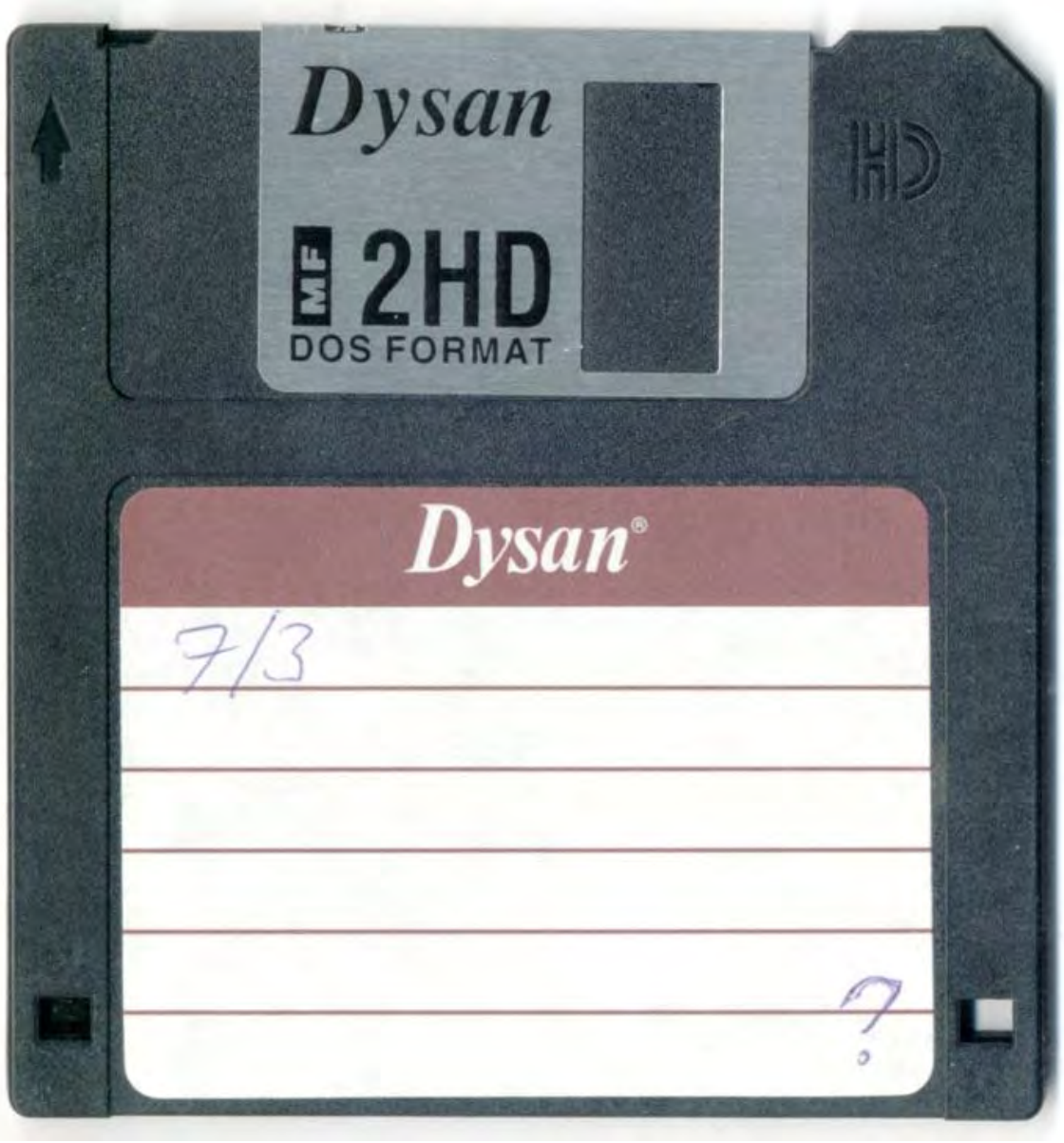
(emphasis mine)

How Did We Get Here?

"Datafication"

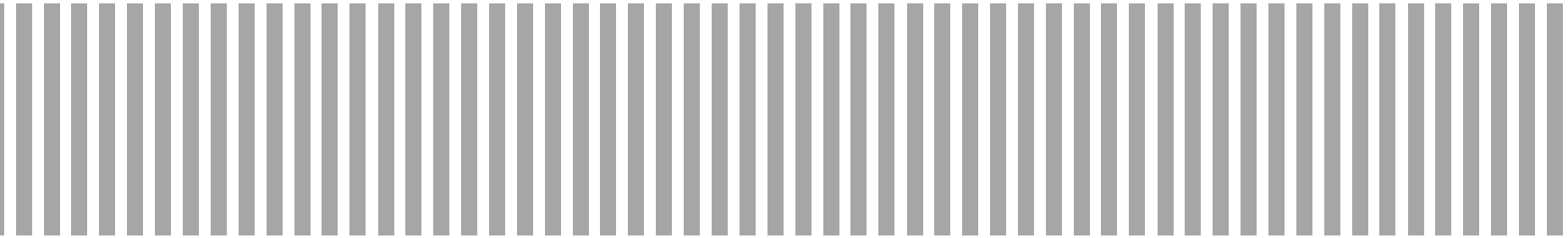
Cheap storage

Information Production



Information Production

2010



1.2 ZB

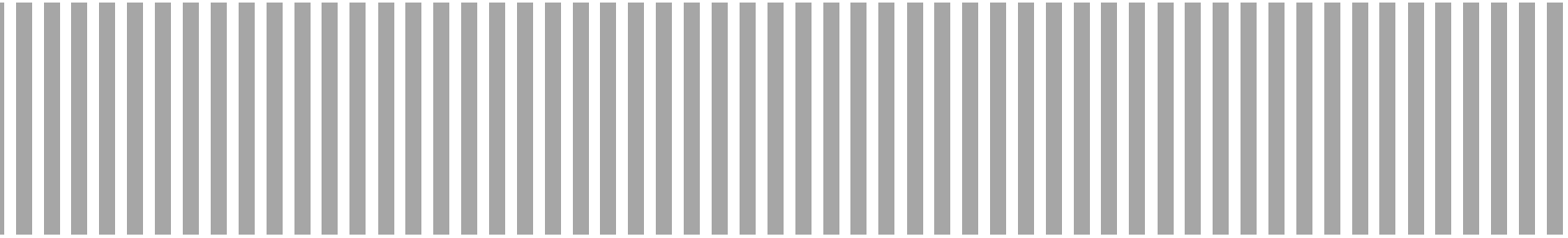
Source: IDC 2010 – Digital Universe Study

1 ZB = 1 ZettaByte = 10^{21} bytes = 1.000.000.000.000.000.000.000 b

Information Production

2010 – 1.2 ZB

2020



35 ZB

Source: IDC 2010 – Digital Universe Study

1 ZB = 1 ZettaByte = 10^{21} bytes = 1.000.000.000.000.000.000.000 b

Drowning in a *lake of data,* breathless for insight
(pun intended)

Big Data enables creativity

Fruitmasters

Data is the new currency

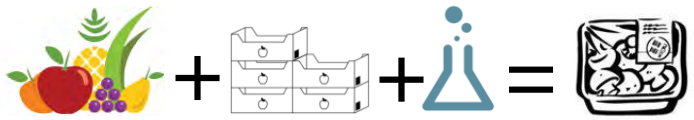
You can use data more than once.
(compare to resources)

Data does not break or require maintenance.
(like a machine)

Data does not get tired or suffer from burn-outs.
(like humans)

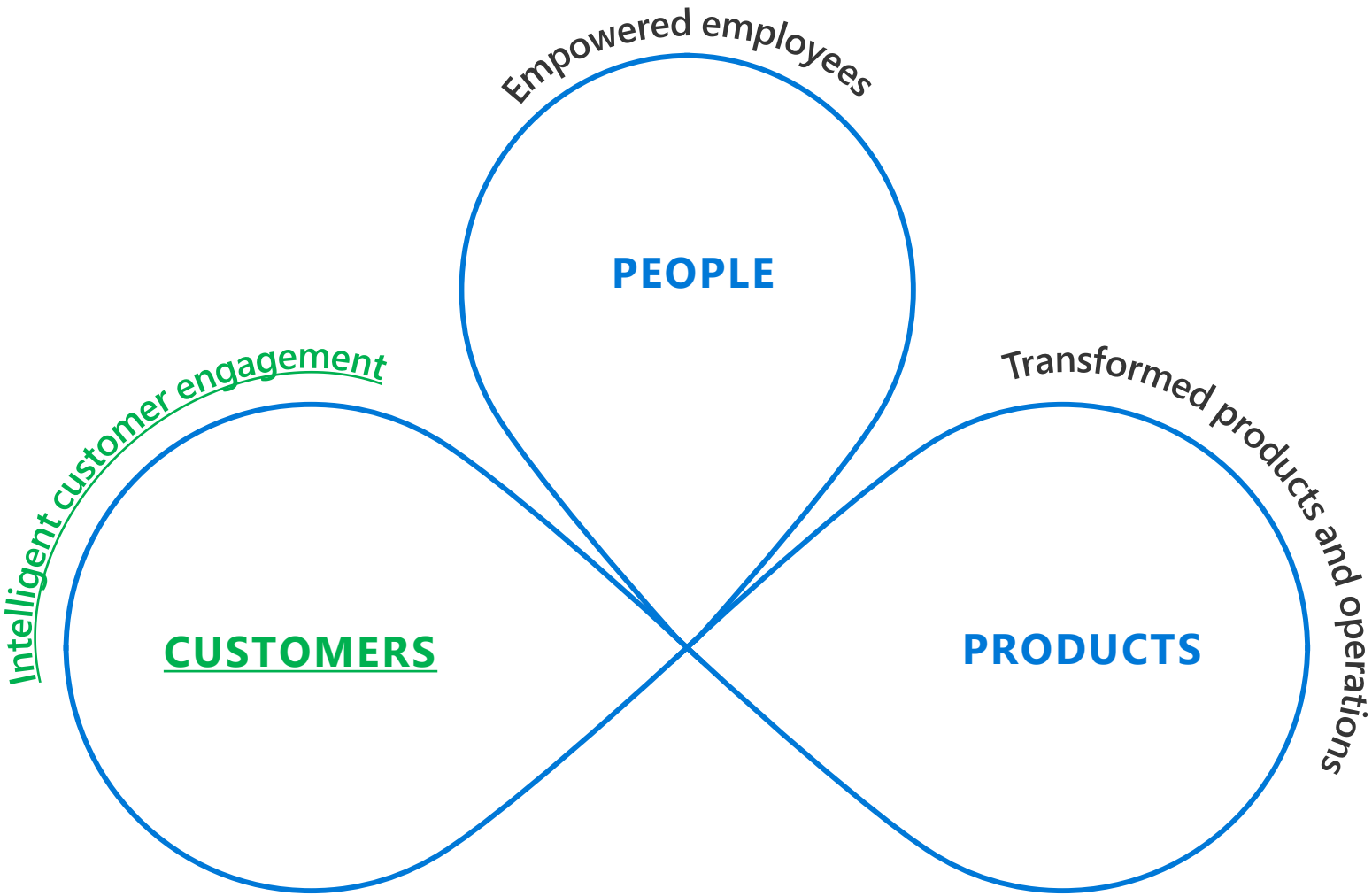
OK... so what now?

Information

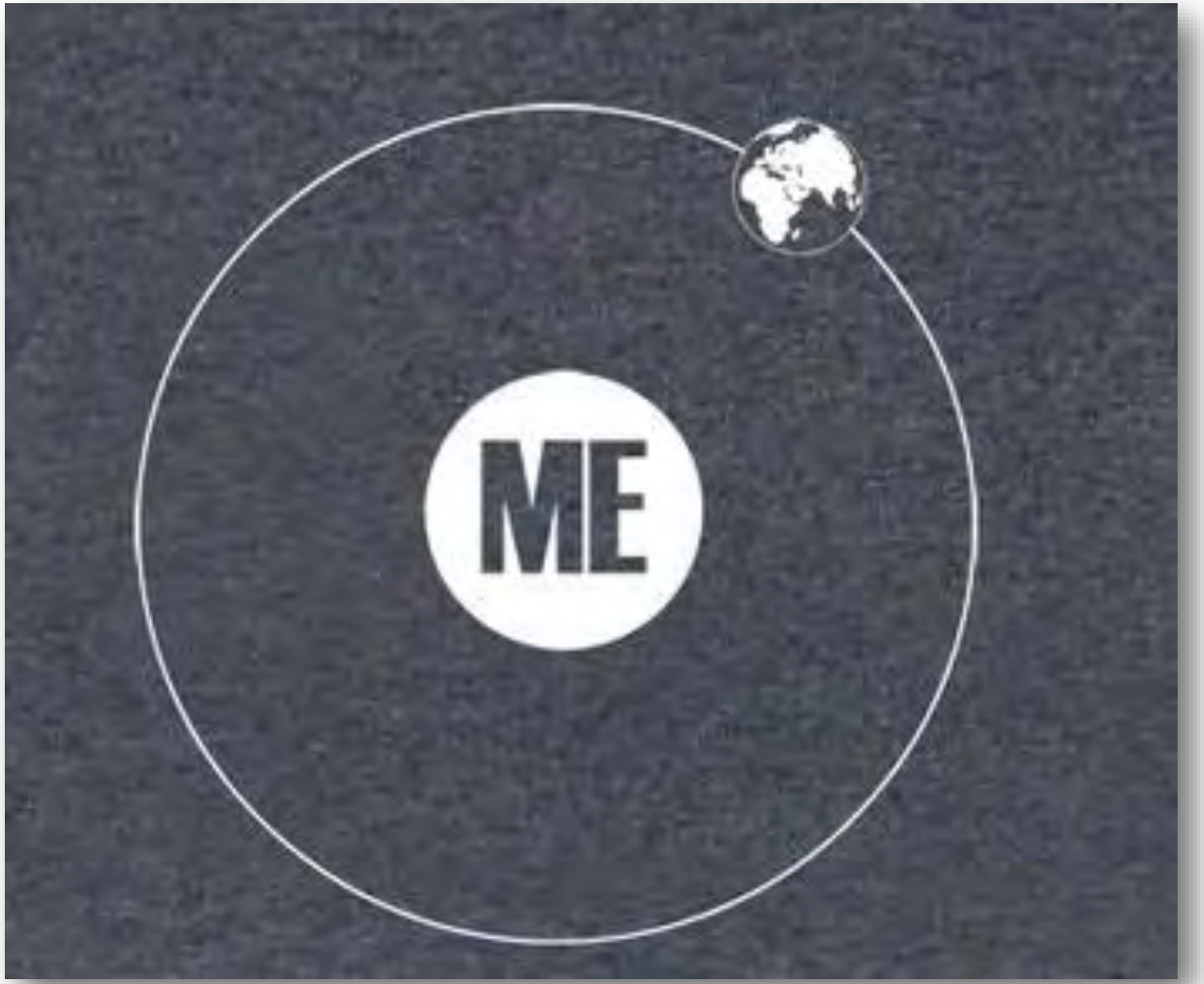


is our product

DIGITAL FEEDBACK LOOP

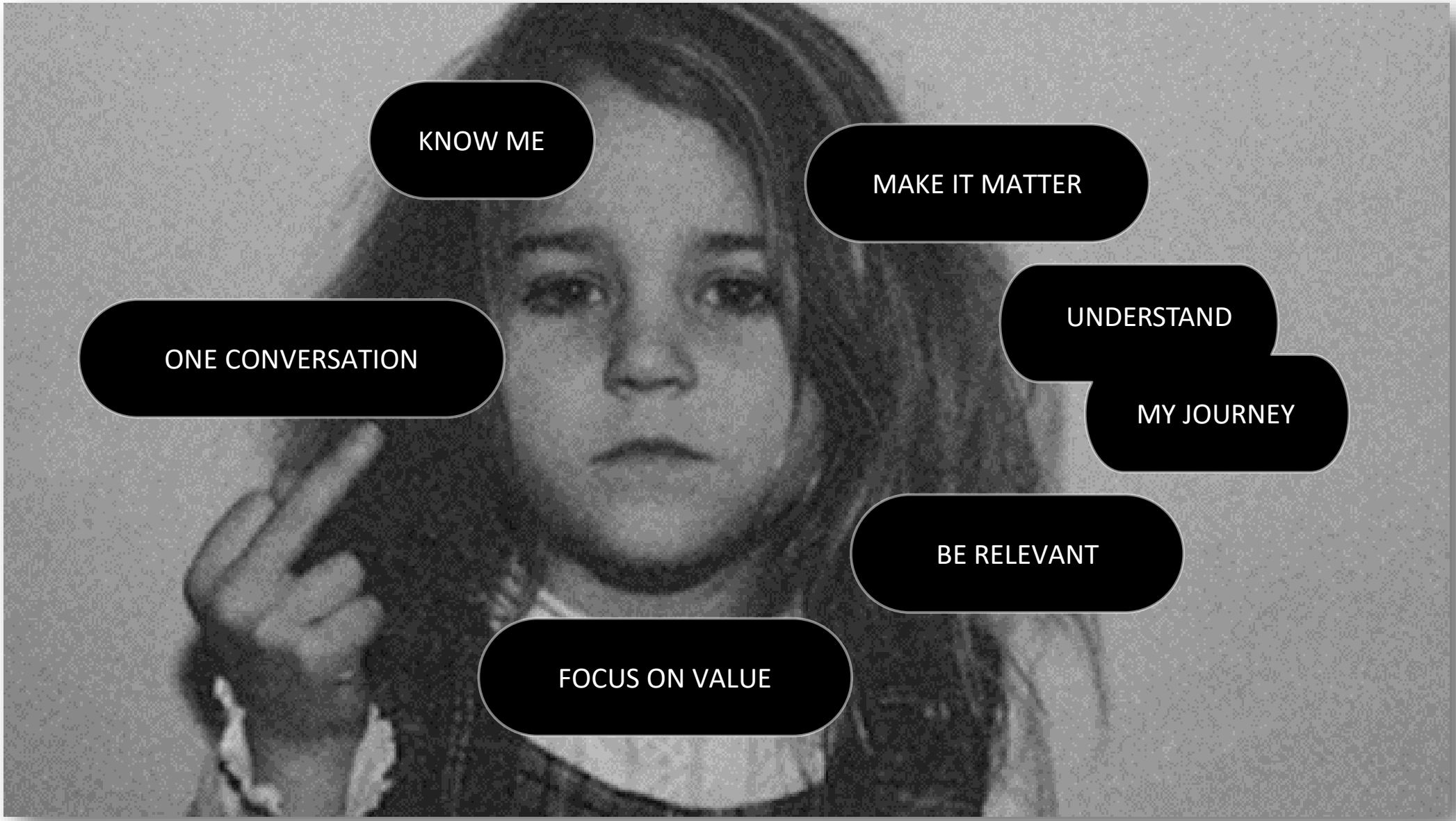


CUSTOMER 2.0


ME

THE CUSTOMER HOLDS THE KEY

EXPECTATIONS



DELIVER WOW

FOR EVERY CUSTOMER

ANY PLACE
ANY CHANNEL
ANY TIME

Verse Oogst Box | Home | Google

https://www.verseoogstbox.nl

Veelgestelde vragen

Klantenservice

NAAR VERSEOOGST.

Concepts

Hoeksche Chips
Op de boerderij gebakken

Dagelijks vers op de boerderij gebakken

Heerlijke chips, zo van 't land!

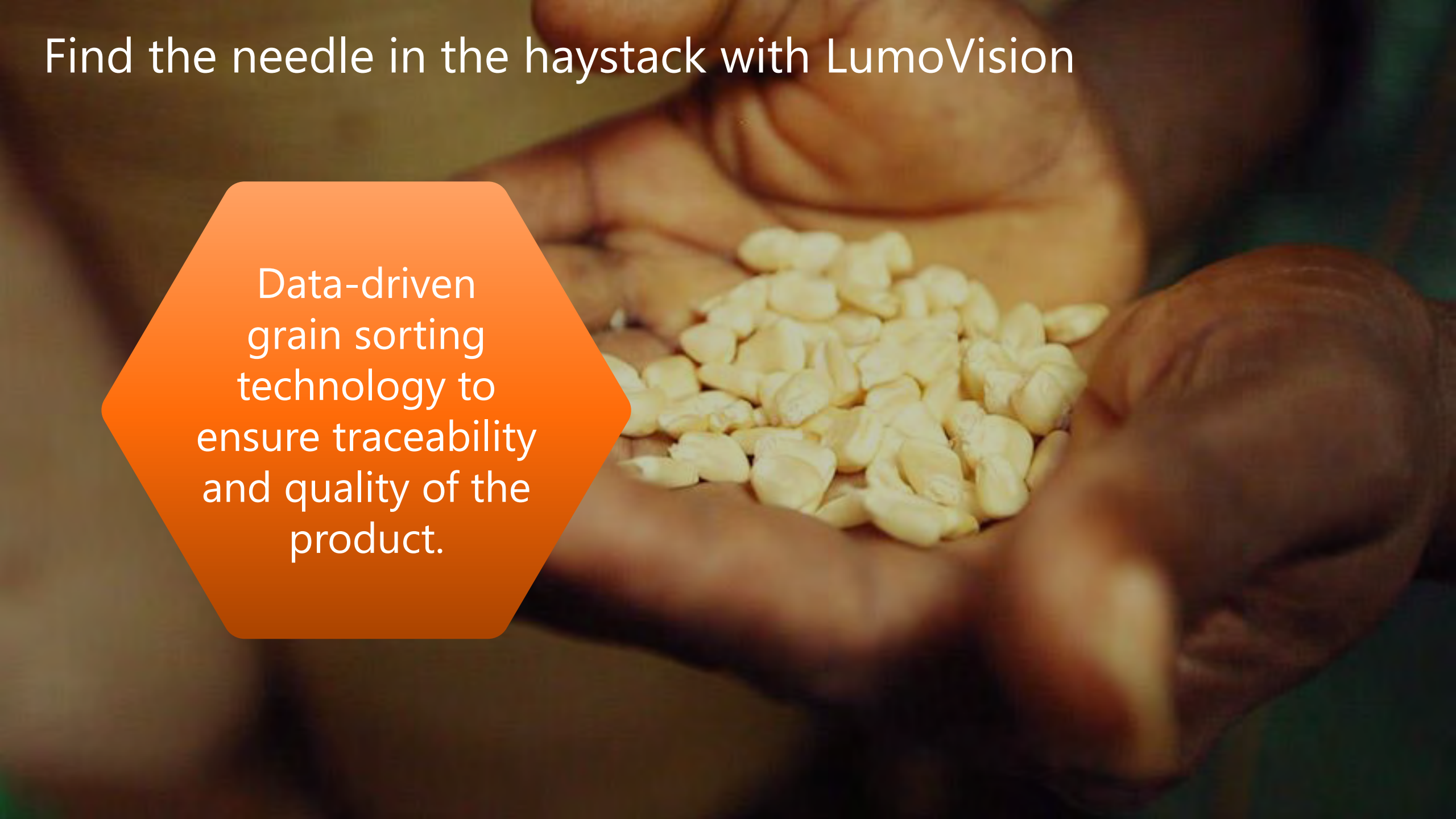
Disruption and innovation at every stage of the F&A Chain

Plenty
agrimetrics
THE CLIMATE CORPORATION
AgShift
Harness Data. Harvest Insights
AeroFarms
amazon fresh
instacart
whisk
Consumer Physics
PRODUCE PAY
FoodLogiQ
Perfect Day
productDNA
LIVEUP
MEMBERSHIP PROGRAMME
Gastrograph
by Analytical Flavor Systems
plantix
grow smart.
indigo
INS
ECOSYSTEM
农田管家
agridigital
BEYOND MEAT
deliveroo
FARMERS
BUSINESS NETWORK
BEERWULF.COM

Big appetite for high tech in agriculture: Blue River

Assists farmers in making data-based operational decisions to optimize yield and boost revenue while minimizing expenses, the chances of crop failure, and environmental impact.

Find the needle in the haystack with LumoVision



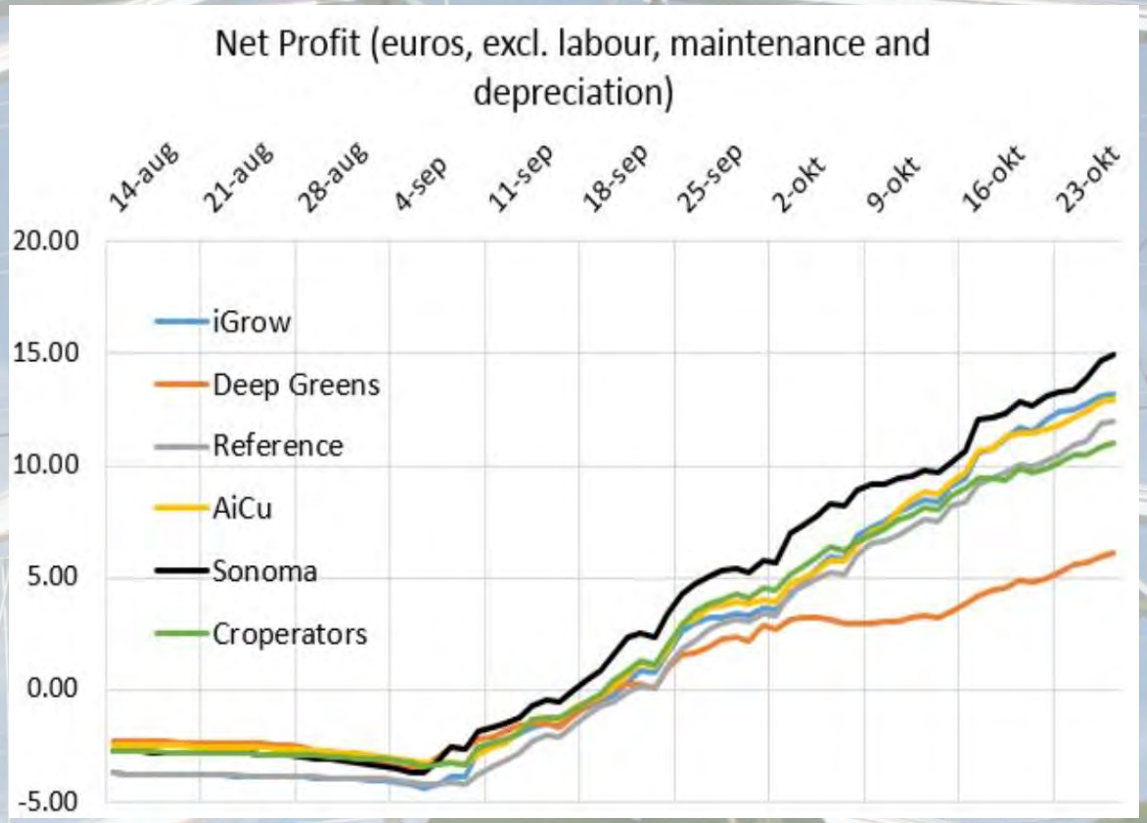
Data-driven grain sorting technology to ensure traceability and quality of the product.

Autonomous Greenhouse Challange

BUILD THE GREENHOUSE OF THE FUTURE

Follow our international challenge to improve greenhouses through AI and sensors

Most profitable outcome wil win



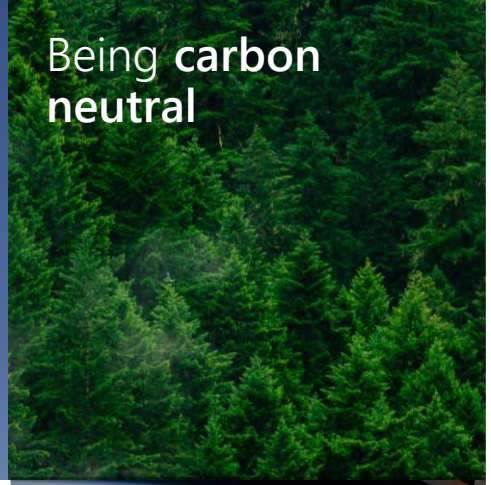
https://venturebeat.com/2018/11/12/why-microsoft-tencent-and-intel-are-growing-cucumbers-in-autonomous-greenhouses/

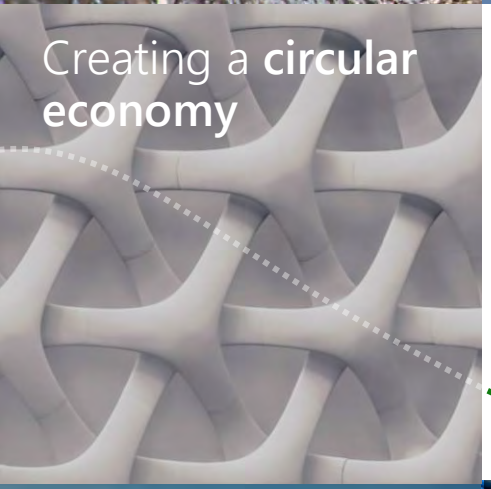
Retail experience – how to serve the consumer 2.0

The Supermarket of the Future is an ultramodern sustainable take on the traditional local food market, with the benefits of high-tech equipment such as cloud technology, IoT and mobile technology

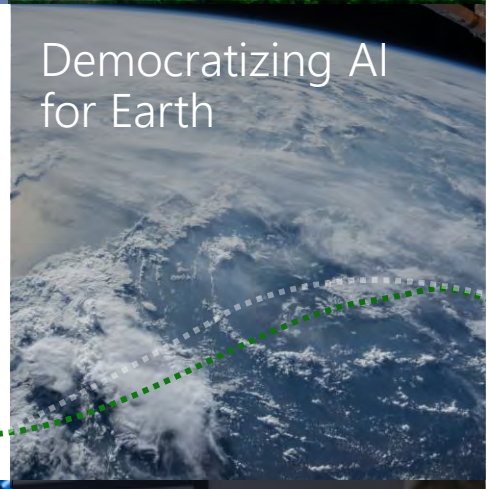
COOP: https://youtu.be/CTArXgMtu4Q

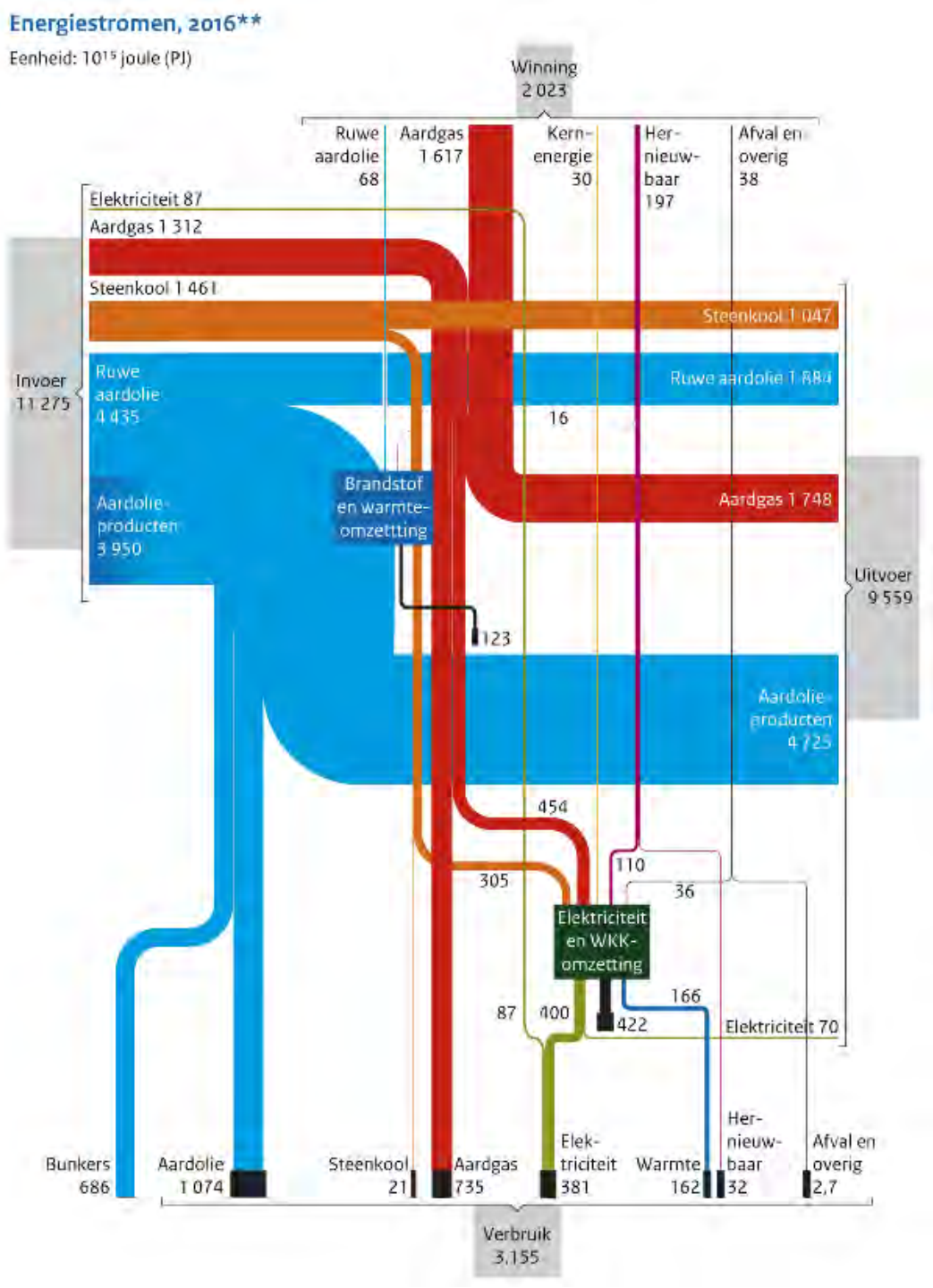
Sustainability and contribution to global challenges will be the new normal in the next decade





Microsoft policies and business practices reflect a commitment to making our planet a better place





Thanks

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