

GFIA 2017
Shaping Ag innovation landscape

Utrecht, May 2017



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500+ partners from all sectors





• Why GODAN?



- **Demographics:**
 - Tripling of the world population
- **Climate change:**
 - Warmest years so far, natural catastrophes, agricultural zones changing
- **Technology costs** down, data availability unprecedented

Quotations from **business**



“Data is valuable in the entire food chain. It provides farmers with access to innovation in crop production, but also business models.”

Sanjeev Krishnan (Seed 2 Growth)



“Open data should become part of the African environment.

The Kenyan Government is committed to championing the data revolution in Africa.”

Willy Bett (Kenyan Ministry of Agriculture, Forestry, and Fisheries)



“We have to move outside of the silos. Collaboration is not a luxury, but a necessity.

Our company’s future success depends on our ability to use open data.”

Sarah Hull (Syngenta)



Direct user interaction: Ethiopia: Data – driven Agriculture



HOTLINE 8282

Ethiopian  **ATA**
Agricultural Transformation Agency
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Esoko: Market Data to the Farmers



- **11-25% Income increase**
- **350,000 farmers/ 10 countries**
- **9.5 million calls daily**



High tech data loops



CLIMATE **FIELDVIEW** plus

Streamlined Data Collection and Analysis

Upgrade to Plus

Find a Dealer

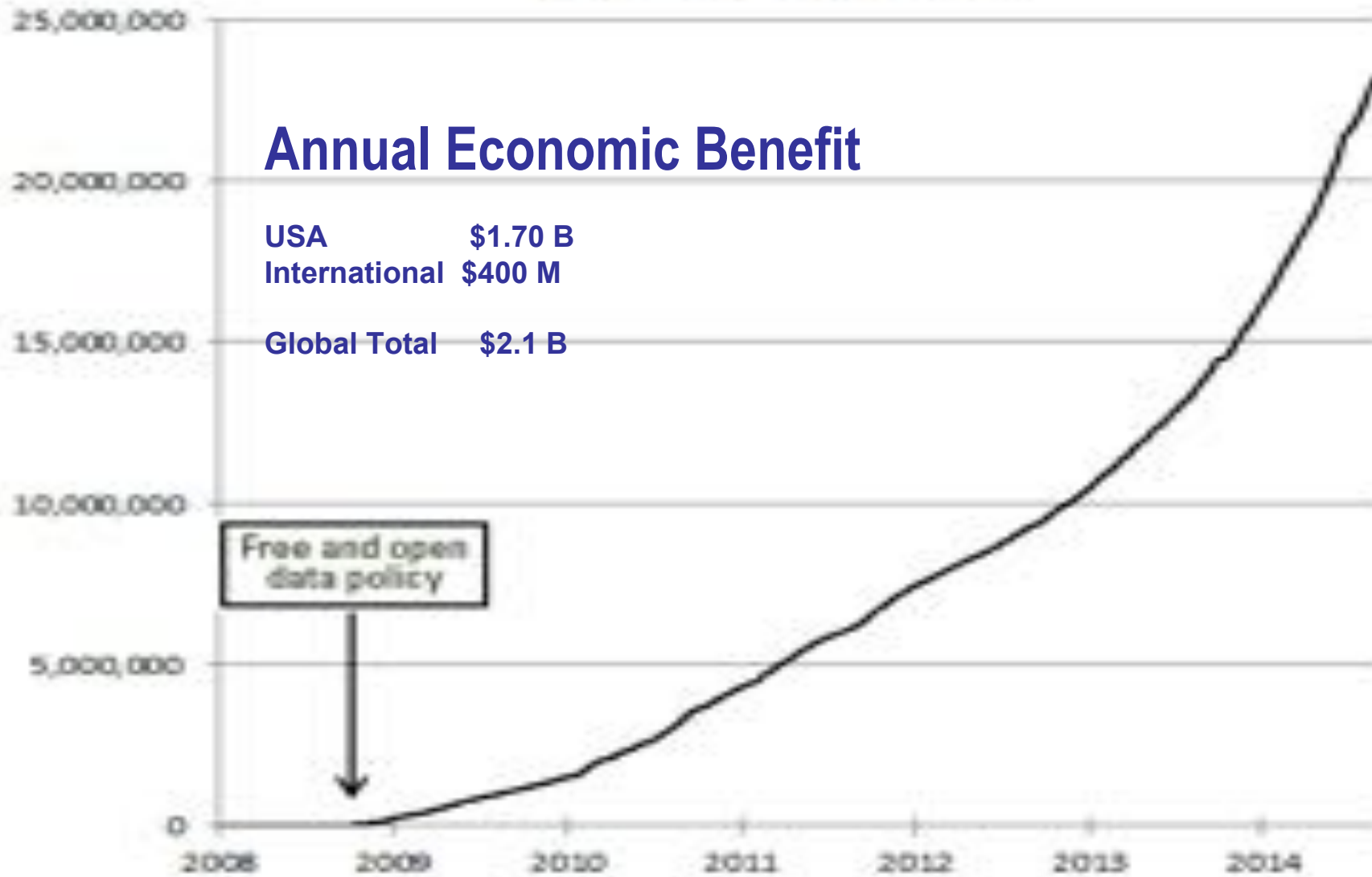
Climate Fieldview Plus™ provides seamless data integration for a deeper understanding of your fields to help you make important operating decisions with confidence. Identify problems and take quick action to solve them with field data digitally displayed in real-time as you pass through the fields.

Available in 2016

CLIMATE **FIELDVIEW**

	prime	plus	pro
Field-Level Weather	●	●	●
Notifications	●	●	●
Scouting	●	●	●
Data Connectivity*		●	●
Field Data Visualization*		●	●
Field Health Advisor			●
Nitrogen Advisor			●

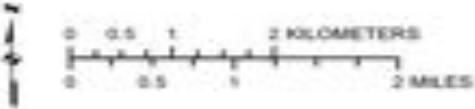
Landsat Scenes Downloaded from USGS EROS Center (Cumulative)



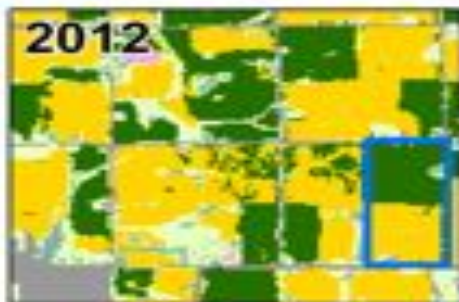
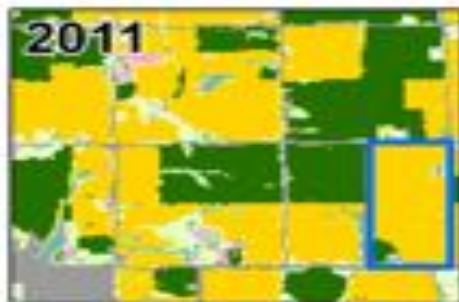
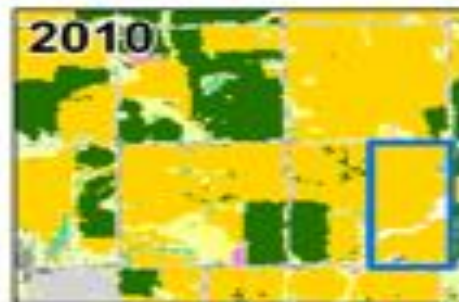
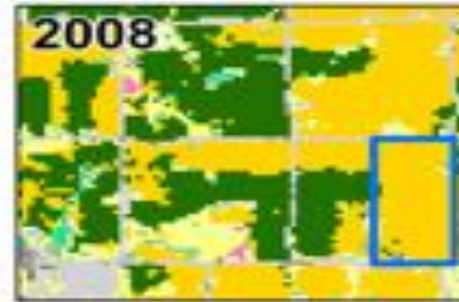
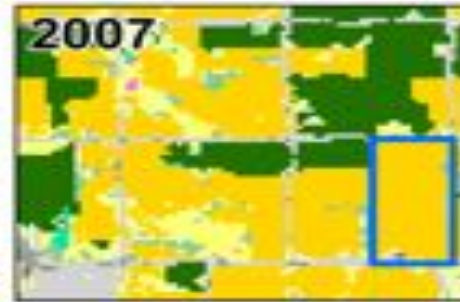
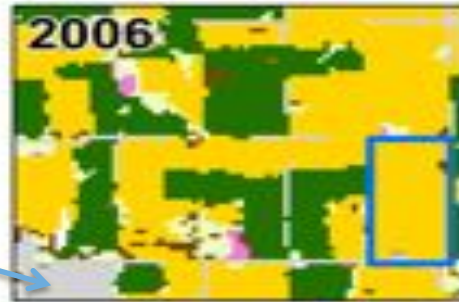
Visualizing the Impact of Public Policy

EXPLANATION

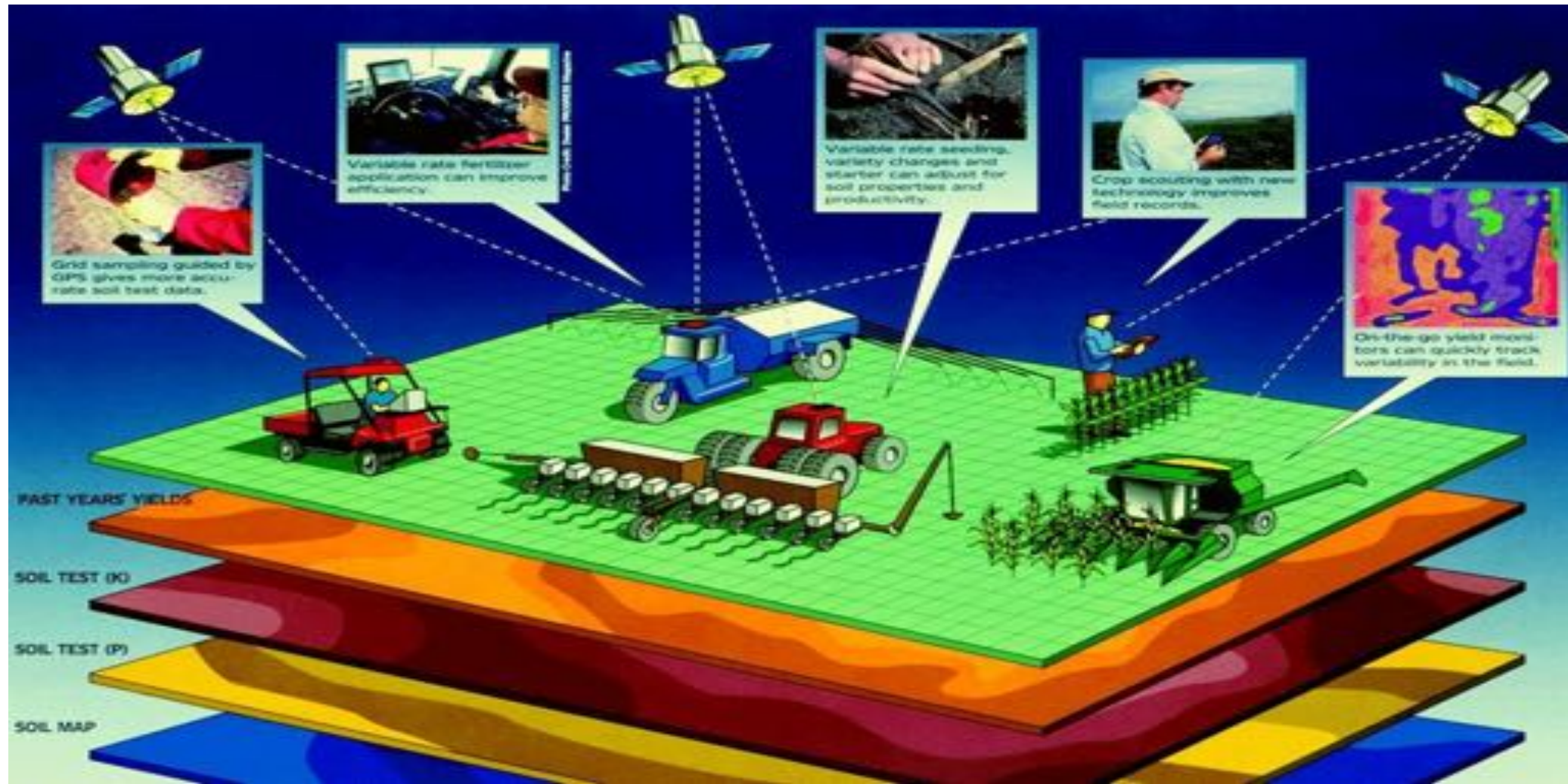
- Corn
- Soybeans
- Small grains / Hay
- Alfalfa
- Fallow / Idle Cropland
- Grass / Pasture / Non-ag
- Woodland
- Urban / Developed
- Developed/Low Intensity
- Developed-Open Space



Waterloo, Iowa



Opportunity: Data integration



Data Cube Application

National Flood Risk Information Portal Australia



Source: Geoscience Australia





Thank You!

Join the data revolution!

godan

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