



Accelerating agtech adoption on the farm

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CEMA – the voice of the manufacturers of Agricultural Machinery in Europe

1. 4,500 manufacturers
2. 450 machine types
3. €26 billion annual turnover & 260,000 people employed
4. Among the highest-ranking European industries in terms of innovativeness + competitive advantage



EUROPEAN AGRICULTURAL MACHINERY

What challenges face today's professional farmer?

More partners and
service providers

Regulations and reporting

Mixed fleets

Uptime and continuous operation

Farm input costs

Shrinking labor pool,
Less skilled workers

Farm size is
increasing, more
spread out

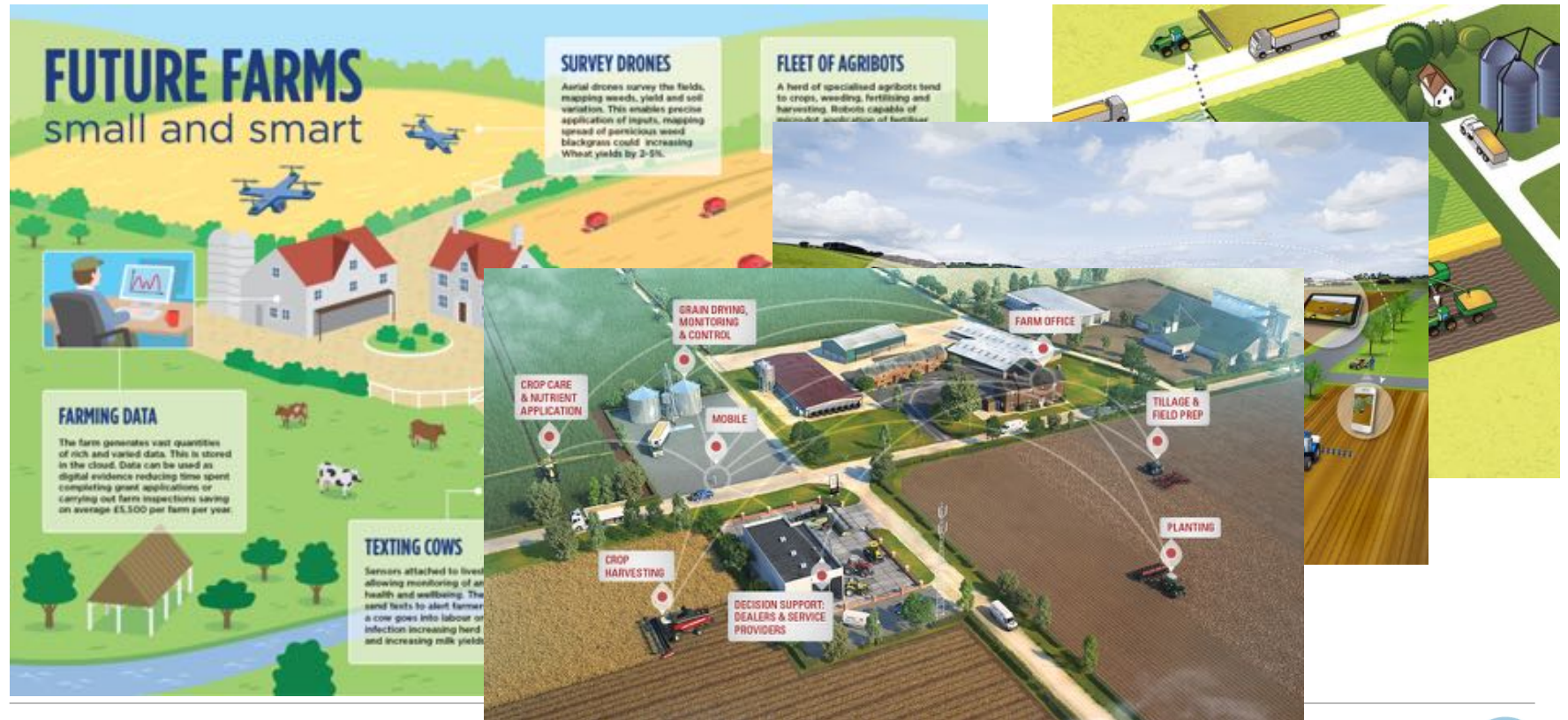
**Climate
volatility**

More Advanced
Equipment

Capital investments increasing

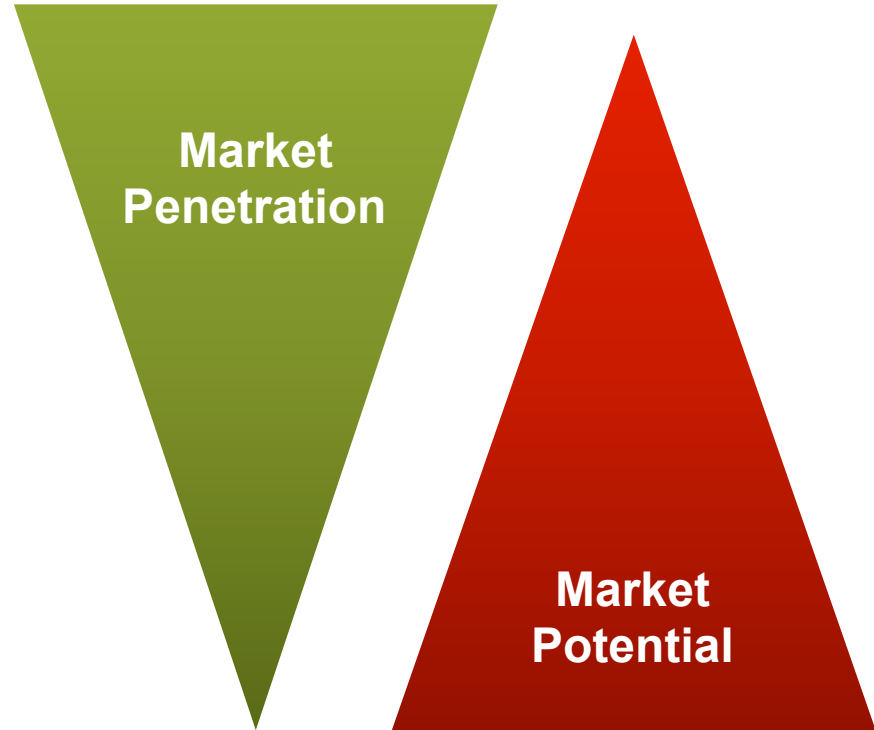
*Connecting stationary
farm assets*

The Future Farm?



What is agtech?

- ▶ Auto-Guide systems
- ▶ Section Control
- ▶ Task Management
- ▶ Variable Rate Control
- ▶ Sensors
- ▶ Big Data
 - ▶ Machine related
 - ▶ Farm related
- ▶ Autonomous vehicles



Reasons for low agtech adoption

- ▶ Myth of Precision Farming
- ▶ Complexity of data ownership
- ▶ Lack of trust and transparency
- ▶ Unclear customer value proposition
- ▶ Lack of legal framework
- ▶ Complexity of data handling and exchange
- ▶ Lack of standardization

DKE – a Data-Hub for Agricultural Data



Founding Members:

- ▶ AGCO
- ▶ Amazone
- ▶ Grimme
- ▶ Horsch
- ▶ Krone
- ▶ Kuhn
- ▶ Lemken
- ▶ Pöttinger
- ▶ Rauch
- ▶ SDF

→ Simplify data exchange on farm and across value chain

Accelerating agtech adoption

- ▶ Clear customer value proposition
- ▶ Trusted and transparent system landscape
- ▶ Scalable and evolving systems
- ▶ Open standards



Thank you!

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