

# PRECISION FARMING

HOW DIGITAL IS CHANGING THE AGRICULTURAL WORLD



WHEAT HARVESTS  
HAVE **QUADRUPLED**  
SINCE THE 1950s

PRODUCTION COST PER LITER  
OF MILK **REDUCED BY**

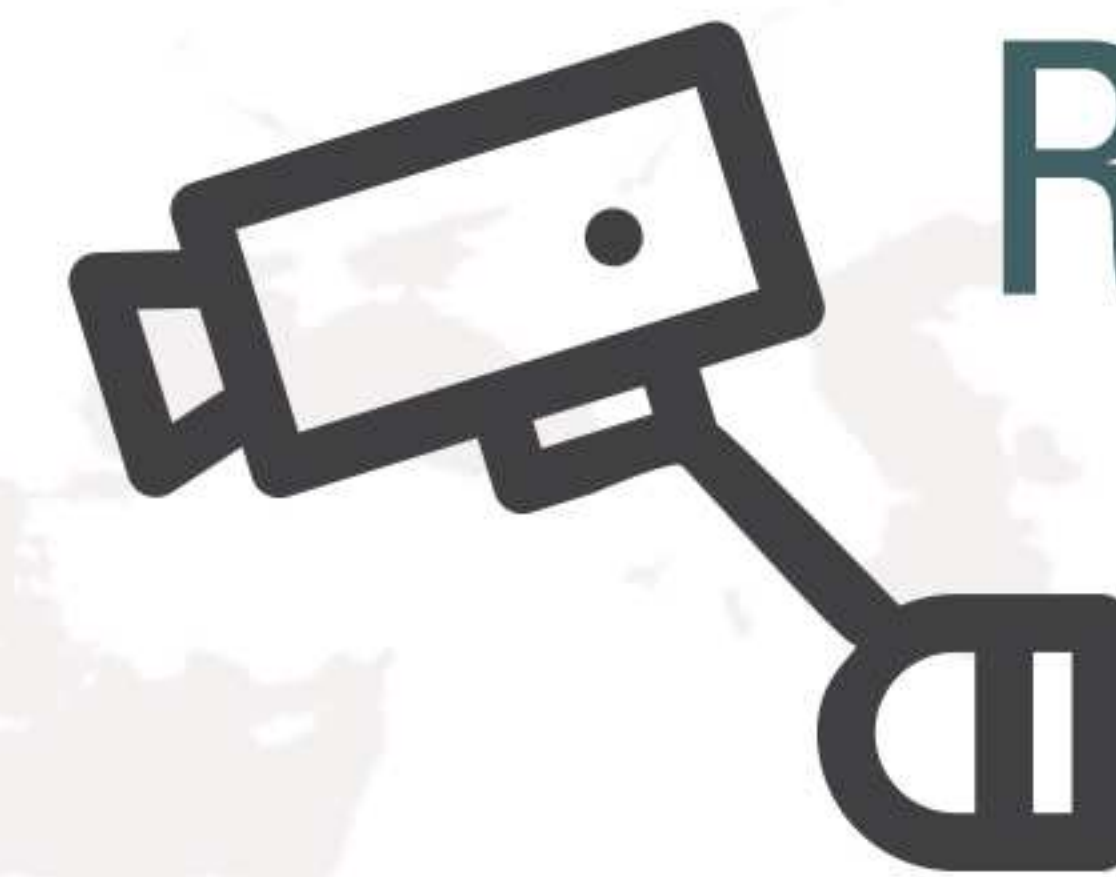


USING MILKING  
ROBOTS

SELF DRIVING PRECISION TRACTORS  
REDUCE SEED  
USAGE **BY 2.5%**



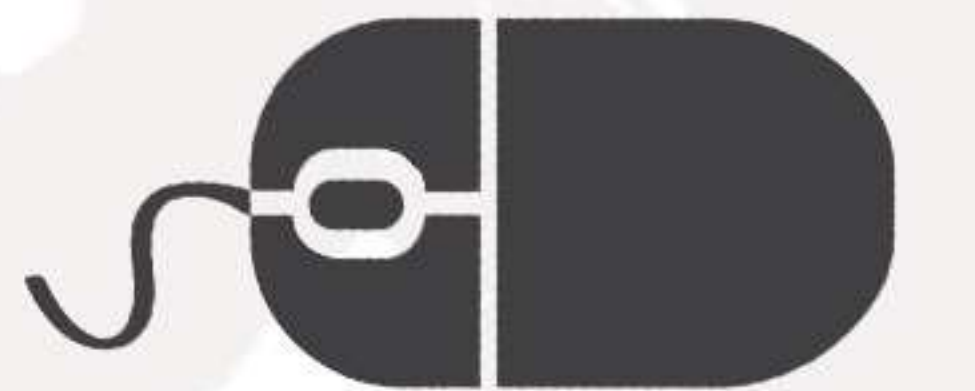
BY USING A SMART CAMERA SYSTEM FOR  
FERTILIZATION, CHEMICALS USED ARE



**REDUCED BY 6KG/HA**

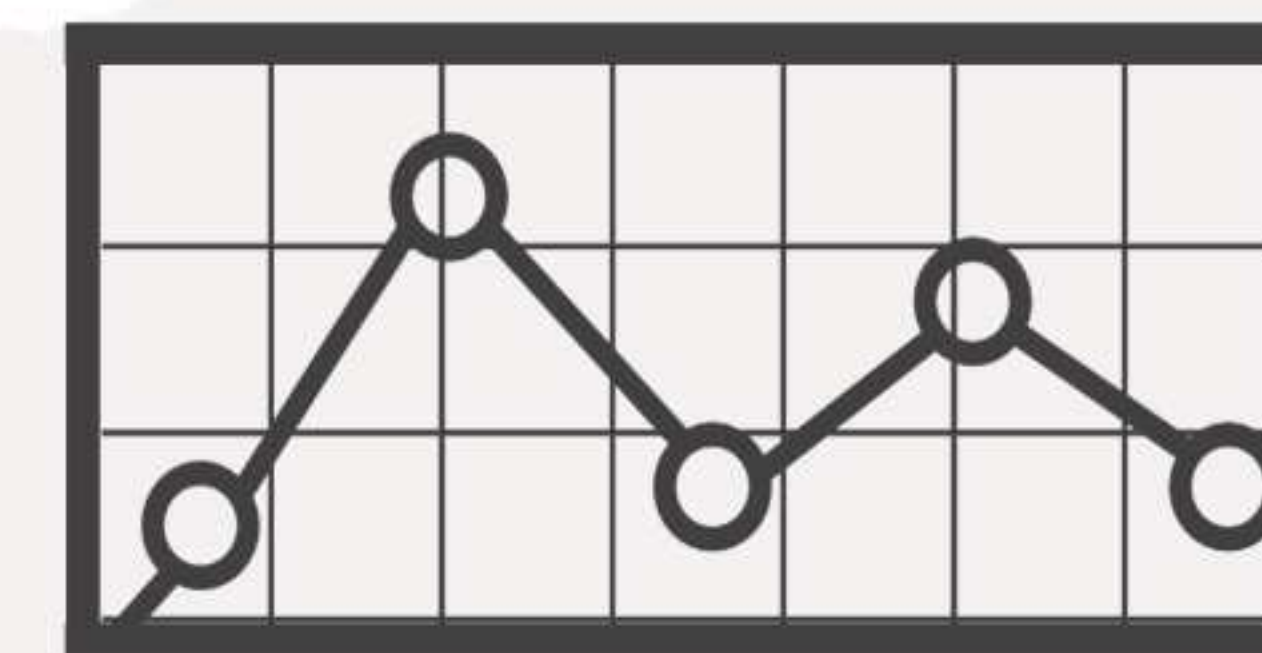
AND THE ACTUAL OUTPUT  
IS HIGHER THAN BEFORE

FARMERS WHO USE DIGITAL TECHNOLOGY  
NEED **10% LESS** HERBICIDES &  
**20% LESS** FUEL THAN BEFORE



**GOOGLE** VENTURES HAS LED

A USD **15M INVESTMENT** IN FARM DATA STARTUP  
THAT HELPS FARMERS **MAXIMIZE** THEIR CROPS



BASED ON DATA GATHERED BY  
AGRICULTURAL EQUIPMENT AND  
SHARED BETWEEN GROWERS