

Farm, Food and Beyond

This is not an IT challenge

Market drivers, while slow, are coming

Making it easy is key

Agriculture needs to look beyond



In the age of “BIG data”, agriculture risks missing the boat:



Production protocols **Genetics** **Animal welfare**
Feed inputs **Environmental protection** **Meat quality**
Greenhouse gas impact **Medications** **Implants** **DNA**
Meat Yield **Age** **Water usage** **Prices**





On Farm data collection

Make it easy

Most farmers carry a smart phone

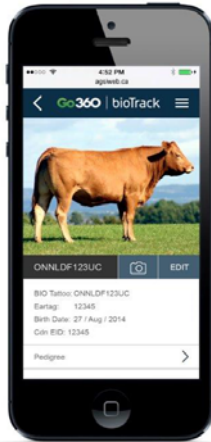
Partnered with AGSI to bring exciting new technology to agriculture



bio

Go360 | bioTrack

“Takes data collection to a Whole new Level of Simple!”



- Any Smart Phone
- Anywhere, anytime
- Even out of Internet Range
- Add pictures
- Customize your reports
- Data Security
- Meets the needs identified in recent producer survey
- Agents and multipliers

