

GLOBAL
PRECISION  **N**
INITIATIVE
2019-2020



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PRECISION  **N**
INITIATIVE

***Mission:** To foster and advance the use of precision agriculture and digital farming technologies around the world*



Why Meister Media Worldwide?

- Serving agriculture, and agriculture alone, since 1932
- Presence in international markets since the 1960s
- 11 major cross-platform media brands today

AgriBusiness
GLOBAL

AMERICAN
FRUIT GROWER

Vegetable
GROWER.

cotton
GROWER.

CropLife

CropLife
IRON

FLG FLORIDA
GROWER

GREENHOUSE
GROWER

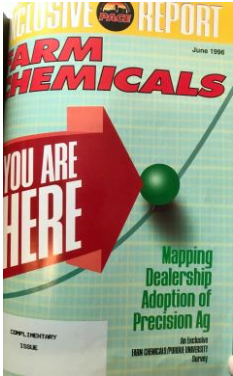
PRECISION
Ag

PRODUCTORES
de HORTALIZAS

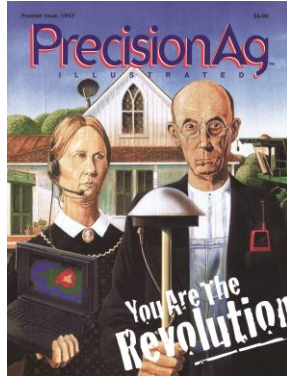
WESTERN
FRUIT GROWER



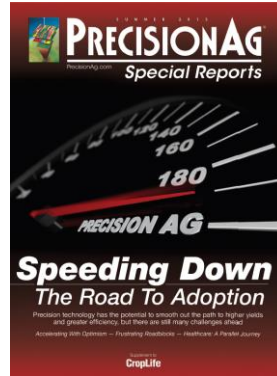
Why Meister Media Worldwide?



1996



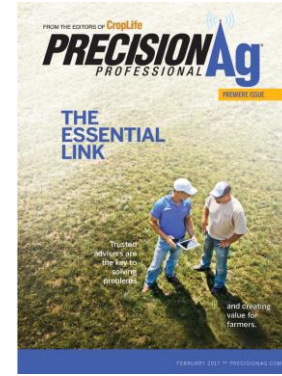
1997



2013



2015



2017



Scope



Where To Now?

- Precision is a global phenomenon
- Row crops and specialty crops
- Wider reach of technology ...
 - In-field technologies: connectivity, drones | UAVs, guidance, imagery, irrigation, sensors, robotics | automation, variable rate application
 - Digital farming: analytics, data management, knowledge transfer, decision support
 - Farm to fork: postharvest, blockchain, traceability



Where To Now?

- Societal demands: more (and better) food, fewer crop inputs, more transparency in food production
- Precision information needs intensified in two directions:
 - Vertical: insights specific to region, crop, production system
 - Horizontal: transcend technologies, crops, geographies; find the signal in the noise



GPI “Core”



PrecisionAg.com

- “Global Tech Insights to Drive Agribusiness”
- Powered by Meister Media Worldwide | Global Precision Initiative

PRECISION^{Ag} In-Field Technologies Digital Farming Farm to Fork Market Watch VISION Conference Market Intel Institute

GLOBAL TECH INSIGHT TO DRIVE AGRIBUSINESS POWERED BY MEISTER MEDIA GLOBAL PRECISION INITIATIVE

MARKET EXPERTS

- Doug Fitch**
From Storing to Visualizing: Using Data to Drive Agribusiness Forward
- Nathan Faleide**
Is Precision Agriculture Harder Than Medicine?
- Jackie Pucci**
Taranis Makes Push to Disrupt Australian Ag
- Mike Stern**
The (Re)Evolution is Real: Digital Tools Will Transform Farming

ADVERTISEMENT

THE SIGNAL Regularly scheduled e-newsletter with Global Tech Insight FROM PRECISION^{Ag} SUBSCRIBE ▶

FEATURED STORY

Meister Media Worldwide Relaunches PrecisionAg.com As 'Global Tech Insight to Drive Agribusiness'

By Meister Media Worldwide

FEATURED STORY

Three Agricultural Spray Drone Models That Promise to Be Breakthroughs (Part Two)

By Matthew J. Grassi

FEATURED STORY

PrecisionAg Vision Conference Returns to Seattle in 2020

By PrecisionAg

The InfoAg Conference
THE PREMIER EVENT IN PRECISION AGRICULTURE
July 23 - 25, 2019
Union Station | St. Louis, Missouri USA
[See Full Agenda Here](#)

MARKET WATCH

Market Watch May 6, 2019

Canada AgriFood Tech Market Map: 166 Startups Growing Canada's Agricultural Sector

By AgFunderNews

Drones | UAVs May 2, 2019

U.S.: Iowa State Researcher Discusses Drone Swarm Technology

By Iowa State University

SPONSORED

New Systems Streamline Workflow and Reduce Risk

Sponsored by Raven Applied Technology

PrecisionAg.com

- Expert commentary
- Longer-range trends and insights
- Headlines from key regions
- Target audience: leaders who are driving the industry forward

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PrecisionAg.com

- Special focus on key countries: Argentina, Australia / New Zealand, Brazil, Canada, China, France, Germany, Israel, Japan, U.K., Ukraine, U.S.

The screenshot shows the PrecisionAg.com website interface. At the top, there is a navigation bar with categories: In-Field Technologies, Digital Farming, Farm to Fork, Market Watch, VISION Conference, Market Intel, and Institute. Below this is a banner for 'GLOBAL TECH INSIGHT TO DRIVE AGRIBUSINESS' powered by MeisterMedia and the Global Precision Initiative. A 'MARKET EXPERTS' section features four articles by Doug Fitch, Nathan Faleide, Jackie Pucci, and Mike Stern. An advertisement for 'THE SIGNAL' newsletter is prominently displayed. The 'FEATURED STORY' section includes three articles: 'Meister Media Worldwide Relaunches PrecisionAg.com As 'Global Tech Insight to Drive Agribusiness'', 'Three Agricultural Spray Drone Models That Promise to Be Breakthroughs (Part Two)', and 'PrecisionAg Vision Conference Returns to Seattle in 2020'. The 'MARKET WATCH' section highlights 'Canada AgriFood Tech Market Map: 166 Startups Growing Canada's Agricultural Sector' and 'U.S.: Iowa State Researcher Discusses Drone Swarm Technology'. On the right, there is a promotional banner for 'The InfoAg Conference' and a 'SPONSORED' section for 'New Systems Streamline Workflow and Reduce Risk'.

The Signal™ E-Newsletter

- Weekly global distribution
- Original reporting and commentary
- Market Watch: MMW titles and curated headlines

Meister Media Worldwide Relaunches PrecisionAg.com As 'Global Tech Insight to Drive Agribusiness'



The long-standing website PrecisionAg.com is now a global digital source of expert commentary, longer-range trends and insights, and headlines from key precision regions.

[READ MORE](#)

MARKET WATCH Expertly Curated Headlines

Why Horticulture Is Ripe for Artificial Intelligence (By Greenhouse Grower)

Trimble to Expand Precision Agriculture Footprint in India (By Krishi Jagran)

How IoT Is Being Used for Australian Agriculture in 2019 (By TechRepublic)

Japan: Drones & Artificial Intelligence Service Offering Slated for Rice Farms (By Xinhua News Agency)



VISION Conference

- “Agriculture’s Future in Focus”
- Thought leaders from senior / strategic levels
- View 3-5 years out
- Fourth edition: Seattle, WA, U.S.; Jan. 14-16, 2020








PrecisionAg Institute

- Research
- Education
- Advocacy
- Widening to global focus in all crop areas
- Exclusive research on precision adoption in key markets through proprietary research & data consultancy partnerships



Additional Precision Vertical Market Reach

U.S. precision service providers		Empowering Ag Retail and Service Providers About Precision Technology	<ul style="list-style-type: none"> • PAg Pro e-newsletter • CropLife.com/Precision 	<ul style="list-style-type: none"> • InfoAg Conference (with TFI)
U.S. retailing / distribution channel management		Managing Precision as a Key Part of a Full-Service Retail Portfolio	<ul style="list-style-type: none"> • CropLife.com E-News • CropLife / Purdue Retailer Adoption Survey 	<ul style="list-style-type: none"> • PACE
U.S. specialty crop producers		<ul style="list-style-type: none"> • <i>American Fruit Grower</i> • <i>American Vegetable Grower</i> • <i>Florida Grower</i> 	<ul style="list-style-type: none"> • GrowingProduce.com 	<ul style="list-style-type: none"> • Connect buyer/seller • Growing Innovations
U.S. cotton producers		<ul style="list-style-type: none"> • <i>Cotton Grower</i> 	<ul style="list-style-type: none"> • CottonGrower.com 	
Global crop input manufacturers / distributors		Precision's Present and Future Impacts on Crop Inputs	<ul style="list-style-type: none"> • AgriBusinessGlobal.com 	<ul style="list-style-type: none"> • Trade Summit

What Success Will Look Like

- Continuous learning and a true community for ag technology leaders
- Technologies adapted to ag's daily realities
- Successful adoption: crops, regions, producers
- Agriculture answers society's call for more and better food, grown sustainably



Key vertical audience

Global crop input manufacturers and distributors

- Precision's present and future impact on crop inputs
- AgriBusinessGlobal.com
- *AgriBusiness Global* Trade Summit
- **Precision Application Asia**



Variable-Rate Application

- Blue River Technology (purchased by John Deere)
- “See & Spray” technology: image recognition, AI, microprocessors, solenoids
- Success rate of ~95% tested this past year.

See & Spray

cotton test – 0.5 mph

December 2016

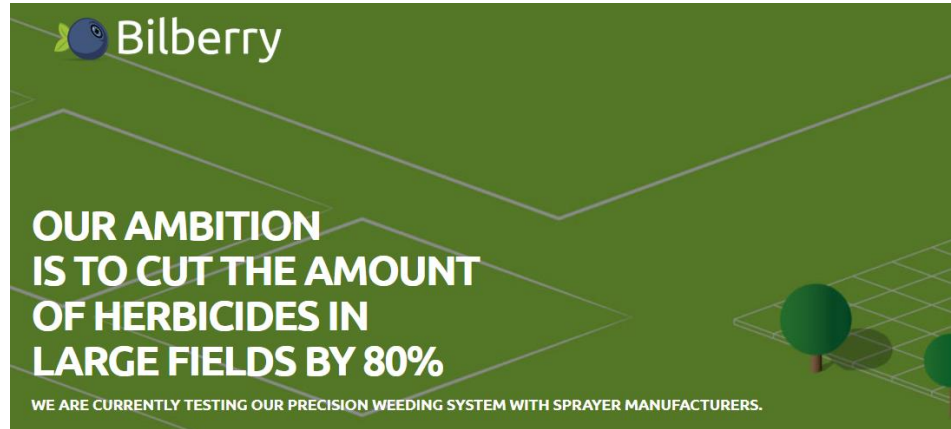
 **BLUE RIVER**
TECHNOLOGY


Variable-Rate Application

- WEEDit, Netherlands
- Impact on volume of current herbicides.
- Could super-low rates bring back old chemistries.



- Variable-Rate Application
- Mfg in France
- Mission: “Farmers download weed control as an app”
- Real time spot spraying and weed mapping



 **Bilberry**

**OUR AMBITION
IS TO CUT THE AMOUNT
OF HERBICIDES IN
LARGE FIELDS BY 80%**

WE ARE CURRENTLY TESTING OUR PRECISION WEEDING SYSTEM WITH SPRAYER MANUFACTURERS.

The advertisement features a green background with a white grid pattern. A stylized blue bilberry fruit is positioned at the top left. The text is centered and uses a mix of bold and regular fonts. At the bottom right, there is a small illustration of a green tree.

Precision Application Asia

Makers, Markets, and Disruption:

- Highlight leading companies and innovation
- Examine adoption curve in various markets
- Explore ultra-low-volume formulations and other companion technologies to equipment/mechanization
- **Prepare market for up to 95% reduction in spray volumes compared to traditional applications**



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PrecisionApplication.com

