

#SMARTAGRO2018

SÍGUENOS EN TWITTER:  
@i\_jornadas



MIÉRCOLES  
19 DE SEPTIEMBRE  
DE 2018

El potencial  
de la  
agricultura 4.0

# FÓRUM SMART AGRO



**LUGAR:** AUDITORIO FERIA DE ZARAGOZA



# Hacia dónde lleva la digitalización a la agricultura española?

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AIOTI, chair WG06 (smart farming and food security)



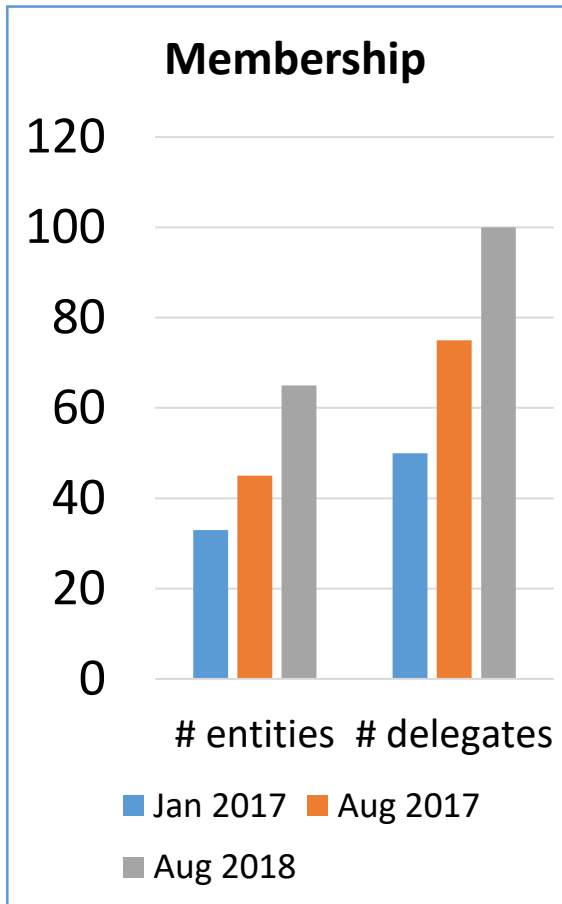
Alliance for  
Internet of Things  
Innovation

# AIOTI WG06 at a glance

**Mission:** to become the **key meeting point** of EU-based stakeholders interested in the benefits of the **IoT** (tech, ecosystem, infrastructure) in the domains of farming for **food production** and **food safety, from farm to fork**, addressing the sectorial challenges

**Diversity of members:** ICT companies (large and small) consultancy services, research centers, and relevant members from demand side:

- Representatives of farmers and cooperatives, representatives of agriculture machinery, ...
- 2 of the largest ag-machine manufacturers (which are AIOTI founding members)
- ...



## Scope:

- Farming domains: agriculture, livestock, aquaculture
- Technologies
- Policies
- Projects and pilots
- Farming & food ecosystems

Chair:  **gradient**

Co-chair:  **JOHN DEERE**



Norman Borlaug

**Green Revolution**

AIOTI



# Situación actual

9000 millones  
habitantes en  
2050



**+70%  
alimento**

Creciente  
presión  
económica



**Difícil  
sostenibilidad**

Despoblamiento  
del rural



**Reducción  
tierras  
cultivables**

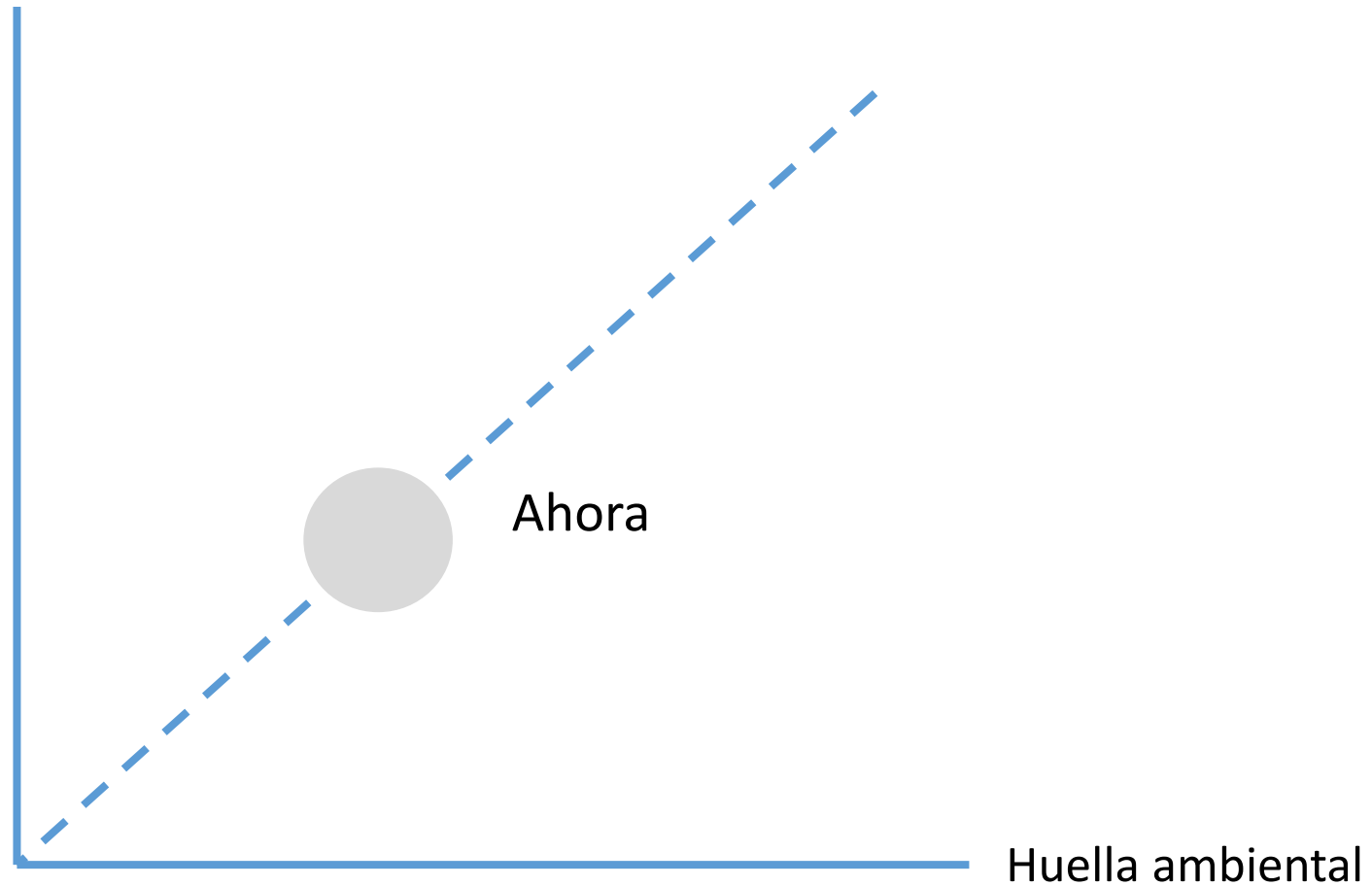
Cambio  
climático



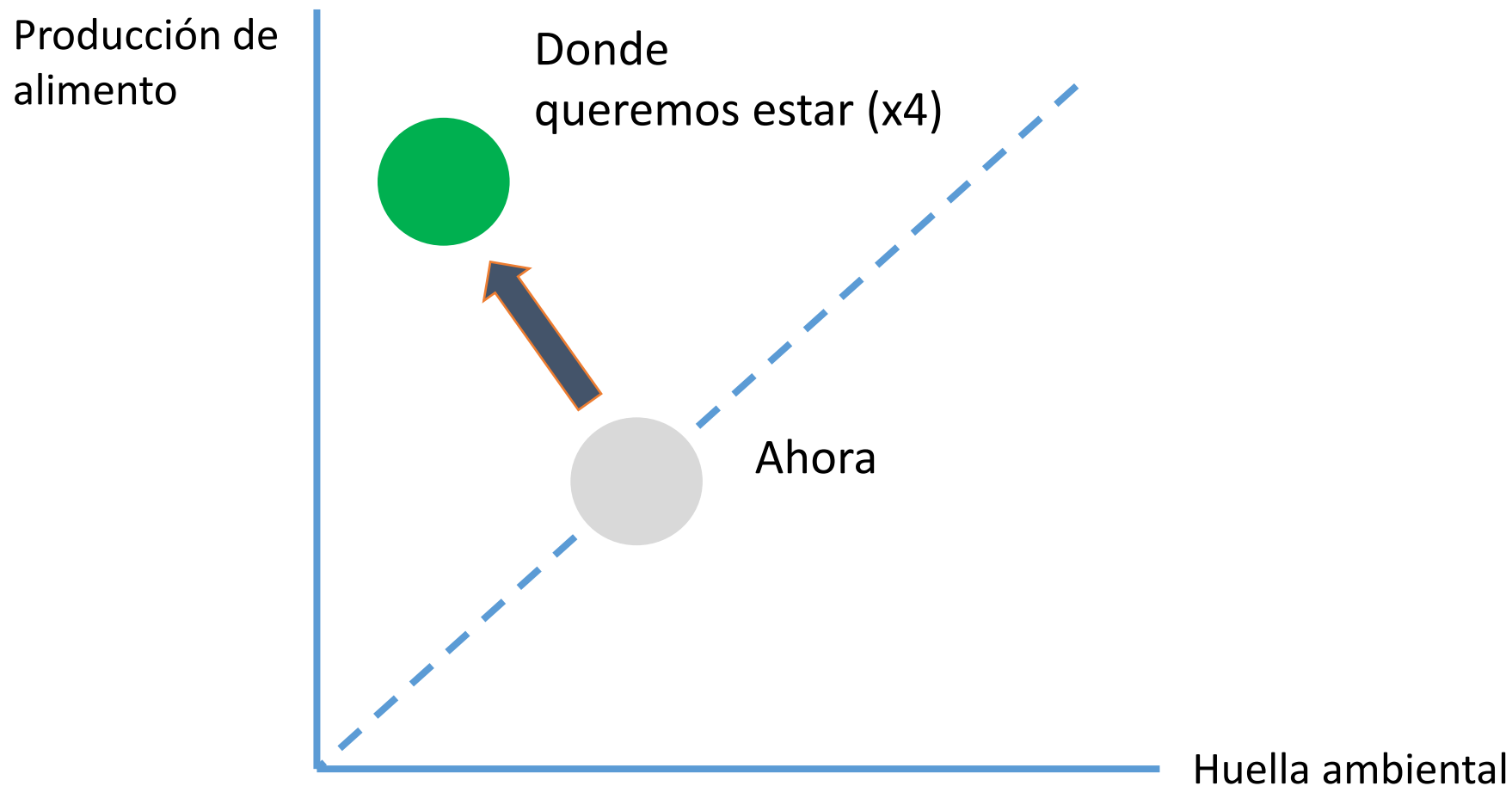
**Reducción tierras  
cultivables +  
presión actividad  
agraria**

# Hacia dónde queremos ir?

Producción de  
alimento



# Hacia dónde queremos ir?





Una nueva “revolución verde”?





# Smart farming - optimización

Sensorización (IoT)

Robótica

Teledetección

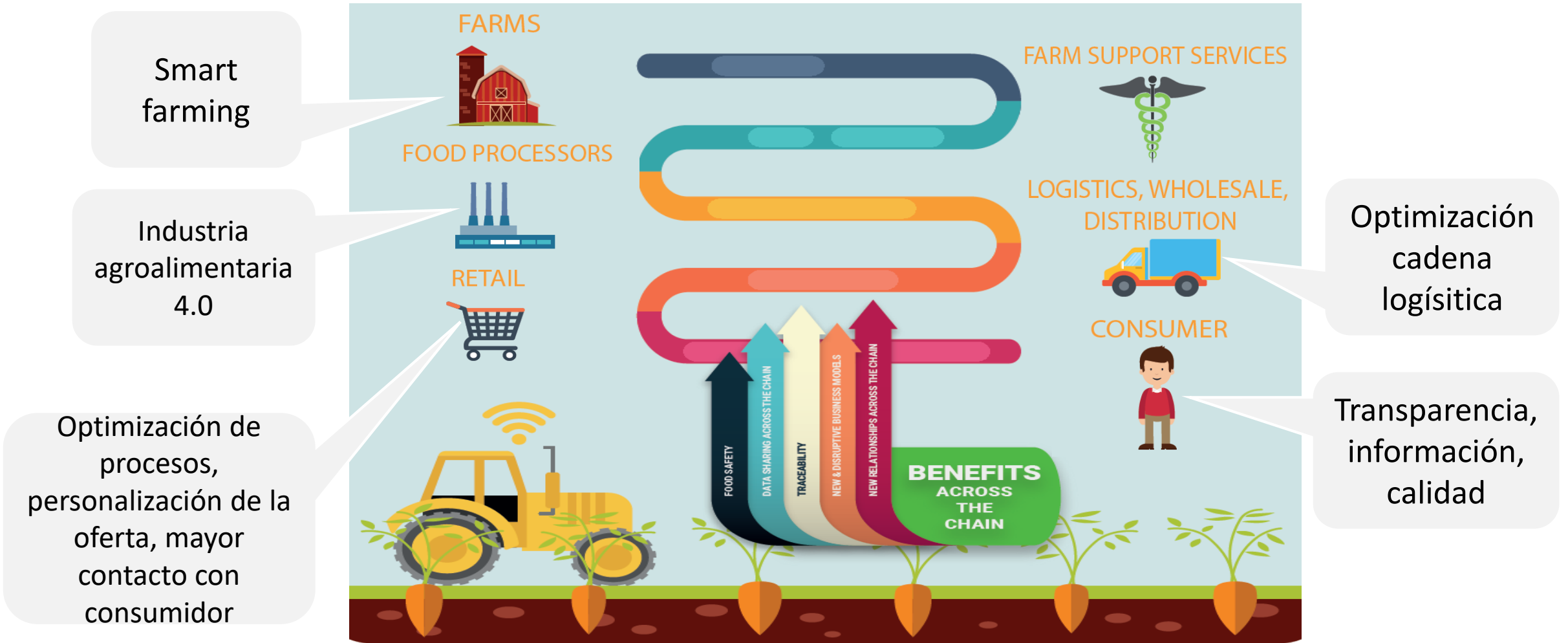
Drones

Cloud computing

Toma de decisiones...



# Revolución digital en toda la cadena de valor



# Las “promesas” de la “agricultura digital”



Automatización  
Productividad  
Sostenibilidad



Incertidumbre  
Insumos y recursos necesarios  
Huella ambiental

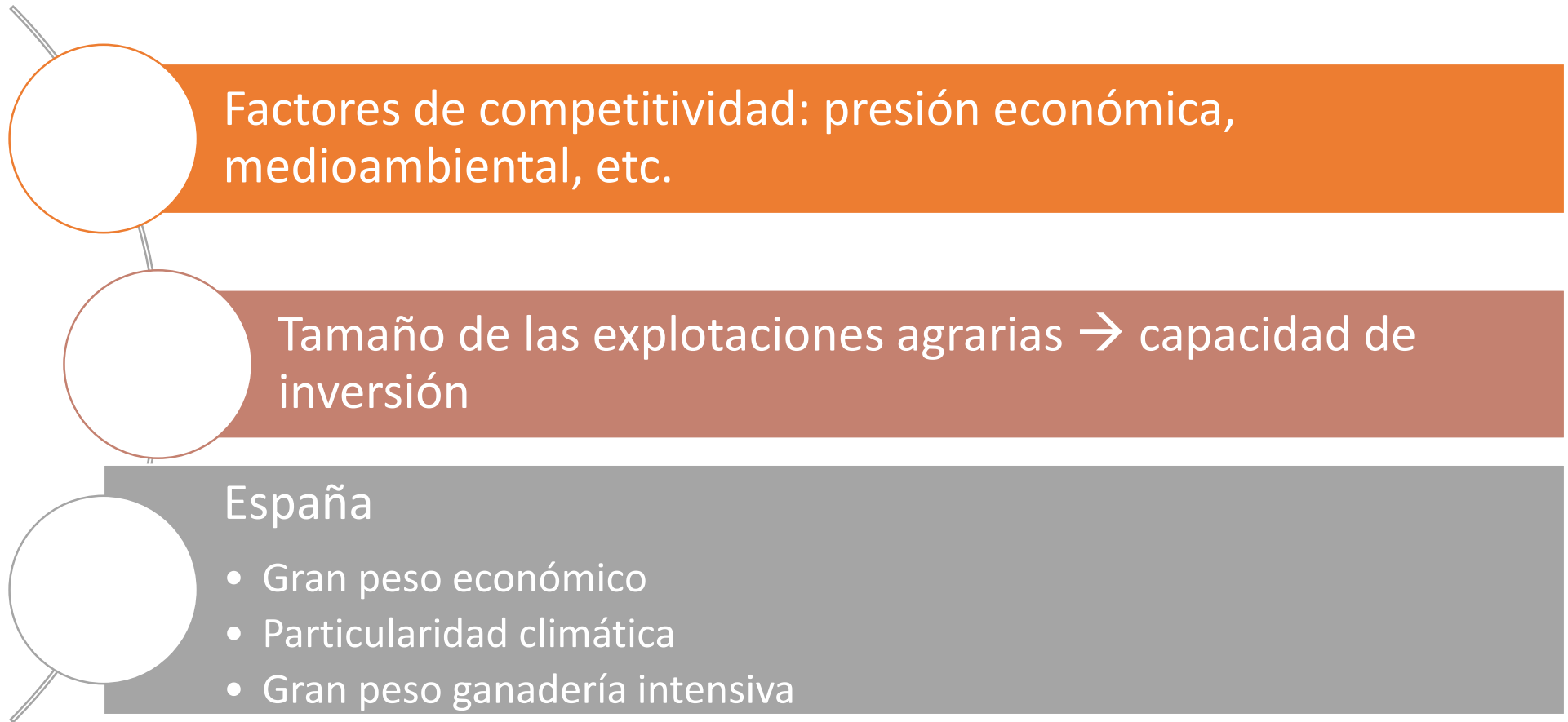




Podemos hacer las promesas realidad?



# Cuál es nuestra realidad?



# Hacia dónde vamos?

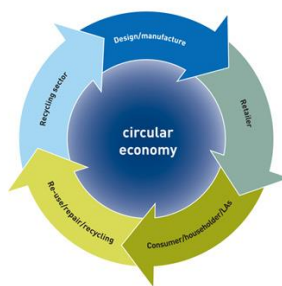


Nuevos modelos de producción y distribución



Relevo generacional.  
“Agricultores digitales”

“Agroeconomía”  
circular



Creciente peso de los datos, el SW, y la IA





# Aprovechemos el impulso

**#DigitalSingleMarket**  
**DIGITISING EU INDUSTRY**

European Commission

**Why do we need this?**

- For a smooth transition to a smart economy
- To prepare the next generation of products & services
- To boost innovation capacity across industry
- To increase EU GDP by €110bn/year

**European Industrial Strengths**

EU companies are world leaders in

- Manufacturing
- Electronics for automotive & aerospace
- Electronics for security & energy
- Robotics
- Telecom equipment
- Business & professional software
- Laser & sensor technologies

**World-class Research & Technology institutions**

**Traditional sectors & SMEs**

- Construction
- Food & beverage
- Textiles
- Publishing & printing
- Craft industries

*They can all benefit from Digital opportunities*

**EIP-AGRI WORKSHOP**  
**DATA SHARING: ENSURING**  
**FAIR SHARING OF DIGITISATION**  
**BENEFITS IN AGRICULTURE**

FINAL REPORT  
JULY 2017

**50 YEARS**  
of Common Agricultural Policy  
Ready for the future

*“There are no miracles in agricultural production. Nor is there such a thing as a miracle variety of wheat, rice, or maize which can serve as an elixir to cure all ills of a stagnant, traditional agriculture.”*

Norman Borlaug