



#AG40

Securing agriculture's digital future through interoperable solutions & digital technologies.

14th & 15th November 2018
South San Francisco Conference Center, USA



#AG40

Improving Agriculture

In order to achieve food security on a global scale, agribusiness must evolve. As one of the oldest industries in the world, there are a number of key issues that must be resolved before the planet can move forward with agricultural development. Profitability, efficiency, infrastructure, education and sustainability are all integral aims of agriculture stakeholders. To establish a strong agriculture market in the 21st Century, collaborative digital practices are paramount.

With the help of the Agricultural Supply Chain, Challenge Advisory have built strong insights into how digitalization can be integrated into USA agriculture.

Together, we have produced an agenda for AG40, a workshop aimed at improving understanding of modern agriculture practices and creating interoperable solutions. Truly digital agriculture is dependent on the integration of data, precision agriculture technology and new technologies such as IoT, blockchain and drones, in line with a vision of traceability, visibility and interconnectivity. Agriculture is set to undergo a disruptive transformation at the hands of technology, and agribusinesses can remain at the forefront of innovation with AG40.

Farmers, cooperatives and distributors will connect at this workshop to gain access to the best software and hardware solutions in digital agriculture.



For the innovators in farm management, crop analytics and big data monitoring systems in attendance, there will be the opportunity to showcase their latest solutions, allowing for the improvement of brand reputation, as well as private meetings with resourceful buyers.

This interoperability workshop is all about building networks and joint solutions through digital solutions.

This workshop will bring stakeholders from the entire value chain of agriculture to establish a culture of interdependence, interconnectivity and traceability.

AG40 takes the principles of Farm-to-Fork discussions and takes it a step further, not only looking at the consumer's perspective, but including the suppliers, processors and farmers themselves.

Attendees will work on reaching a resolution for global agriculture that allows for bold innovation to address global food security.

By attending AG40, organisations will have the ability to network amongst each other for precise and profitable resolutions across the entire industry. There will be panel discussions and workshop sessions designed to create partnerships and profitable business development, and find cross-specialism solutions to current sectoral challenges. Join Challenge Advisory and all of our stakeholders for education, interoperability and investment relating to the latest technology in digital agriculture.

Traceability & Transparency

Challenges in compliance with the Food Modernisation Safety Act

Since the turn of the millennium, around the world there has been a growing demand, clamour even, from consumers for transparency regarding where their food is coming from and how it is described to them due to concerns over the safety of the product after some high profile food related tragedies and product recalls.

In both Europe and the US at a government level, due to the high level of food borne pathogens and food-related illness and even fatalities the governments have issued stringent legislation to curb such events.

According to the US Centers for Disease Control and Prevention about 48 million people (1 in 6 Americans) get sick, 128,000 are hospitalised, and 3,000 die each year from foodborne diseases a largely preventable strain on the public health.

The EU introduced the General Food Law and the US Government in turn introduced a consumer protection act called the Food Safety Modernisation Act 2011 (FSMA). Although this latter act originally only affected food processors it has now been extended to farmers of produce such as fruit and vegetables through a rule called the FSMA Produce Safety Rule, which was finalised in November 2015.

Evidently the high levels of scrutiny, audit and compliance that this much needed rule has warranted mean extra work for farmers and as such the opportunity for companies which can help farmers manage the safety of their operations and end product through innovative technologies are immense.

Traceability, resource management, data collection, analytics and reporting all take on extra importance and significance due to the fact that the farmers have no choice but to comply with new standards.

The automation of these often time consuming operations will be key to allowing the US farmer to do what he excels at: producing wholesome food for us all in as efficient, sustainable and profitable way he can.

Technologies such as blockchain, big data and IoT will support this growth.

AG40 will bring insight from both regulatory and commercial viewpoints and explore how collaborative methods and technologies can help in this area, bringing cutting edge technologies together with the businesses who can integrate their technologically into wide spread practices.

Challenge Advisory aims to help farms across the globe to gather and integrate huge amounts of data in order to gain a panoramic view of their farm through big data, IoT and sensory solutions. Once this data has been collected, our aim is to help them to use this data to the best of their advantage, to make meaningful and timely operational decisions. This will help any farmer to enhance their yields and profits.

Challenge Advisory is sourcing the technology service providers and coordinating the entire supply chain from “farm to fork” to ensure that there are no missing links when forging iron-clad partnerships. If you are reading this the chances are that you have been identified by Challenge Advisory as being integral to this issue and as such we endeavour to open up significant business development opportunities through our interoperability workshop and network of stakeholders, partners and clients. This will culminate in your participation at the summit.

Event Streams

Stream 1

Industry Traceability & Transparency

Innovation is needed in this space to meet current legislative and consumer demands for back and forward tracking through the US supply-chain.

Stream 2

Understanding the Modern Farmer

By being able to better understand today's farmer, stakeholders will be more able to curate their value-proposition around direct challenges that need solving.

Stream 3

Trends in Biotechnology

Biotechnology is a very broad space of rapid innovation. Whilst the space has already transformed many in-field processes, there are key questions in relation to societal attitudes.

Stream 4

Big Data in Agriculture

Collecting big data is becoming easier and easier - knowing how to analyse and use big data is still a challenge that needs examining throughout the supply-chain.

Stream 5

Precision Agriculture

Providers must start to explore how interoperability can be better integrated into new farm processes and tech to maximise resultant benefits for users.

Stream 6

Financing Tech & Understanding True ROI

Financing opportunities within agriculture are enjoying a period of stable-growth. But where is this funding being allocated and why?

Stream 7

Profitable Sustainability

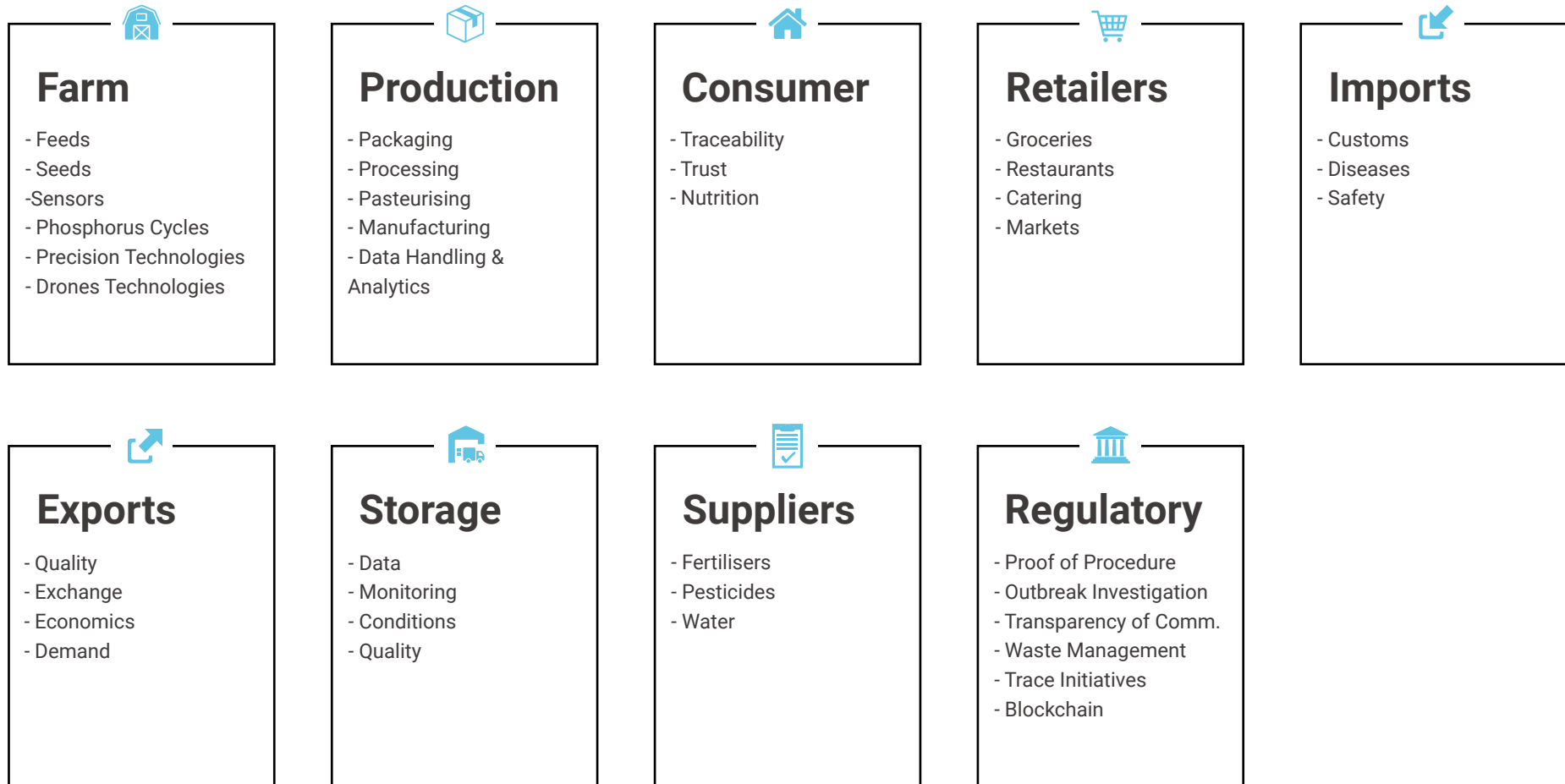
Undoubtedly, investing in sustainable operations will eventually lead to lower costs and higher yields - but what does this look like in relation to people and technology?

Stream 8

Consumer Behaviour in Agriculture

Consumers are more empowered than ever in directing the development of the market, and it is therefore important that all stakeholders understand the 21st century buyer.

Agriculture IoT - Complete visibility of the Supply Chain



An Overview of Our Organisation

Challenge Advisory LLP is a multi-sector strategy consultancy. Everything we do works around three simple principles: find a **challenge**, develop a **strategy**, deliver a **solution**. We work collaboratively with our clients to deliver profitable solutions and foster enterprise efficiency. In a constantly evolving and modernising environment, we support end-to-end digitalization across industry.

Challenge Advisory LLP is a global firm with a global client base. Our work through each of our practices and industry focuses is united under the core ideals and strengths of Challenge Advisory's Values.

Our multi-entry point service funnel allows us to appropriately engage with and address our client's challenges, ensuring that we create profitable and sustainable solutions.

Integral to our firm and client's long-term success is our 'steering committee' which oversees and advises on the focus and strategy which Challenge Advisory takes. The committee comprises of leaders from government, civil society and global business. Underpinning all of this is our understanding of your needs, challenges and the solutions required to address them, all the while recognising the importance of discretion and confidentiality.

As a result, we have a deep understanding of your core concerns and use these insights to deliver exemplary results, consolidating your organisation quietly, effectively and privately.

Implicit in our set of values is to build long-term, mutually beneficial relationships with every client. Our firm's success is inextricably linked to the success of our clients. Our governance will always be aligned with that of our clients under these guidelines:

- We will only take on a client if we believe we can create value.
- We will always deliver an honest opinion.
- We will not publicise the work we do for our clients.
- In the interests of every client, confidentiality is paramount.
- The preservation of a client's confidences is a categorical imperative.

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<http://www.challenge.org/AG40/>