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
Why Meister Media Worldwide?
Scope

Biologicals / Genetics

In-Field Technologies

Digital Farming

“Ag Tech”

Farm to Fork

Protected Ag / Vertical Farming

New Crops
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:
  o **Vertical**: insights specific to region, crop, production system
  o **Horizontal**: transcend technologies, crops, geographies; find the signal in the noise
GPI “Core”

GLOBAL PRECISION INITIATIVE
2019-2020

PRECISION Ag.com
VISION Conference
PRECISION INSTITUTE
APPLICATION ASIA

AgriBusiness GLOBAL
CropLife
PRECISION Professional Ag
PRECISION Cotton Ag
PRECISION Specialty Crop Ag

MEISTER MEDIA WORLDWIDE
PrecisionAg.com

• “Global Tech Insights to Drive Agribusiness”
• Powered by Meister Media Worldwide | Global Precision Initiative
PrecisionAg.com

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

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

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
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

<table>
<thead>
<tr>
<th>U.S. Precision Service Providers</th>
<th>Empowering Ag Retail and Service Providers About Precision Technology</th>
<th>PAg Pro e-newsletter, CropLife.com/Precision</th>
<th>InfoAg Conference (with TFI)</th>
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<tbody>
<tr>
<td>U.S. retailing / distribution channel management</td>
<td>Managing Precision as a Key Part of a Full-Service Retail Portfolio</td>
<td>CropLife.com E-News, CropLife/Purdue Retailer Adoption Survey</td>
<td>PACE</td>
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</table>
| U.S. Specialty Crop Producers | • American Fruit Grower  
• American Vegetable Grower  
• Florida Grower | GrowingProduce.com | Connect buyer/seller, Growing Innovations |
| U.S. Cotton Producers | • Cotton Grower | CottonGrower.com |  |
| Global Crop Input Manufacturers / Distributors | Precision’s Present and Future Impacts on Crop Inputs | AgriBusinessGlobal.com | 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.
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
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
Mission: To foster and advance the use of precision agriculture and digital farming technologies around the world