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PAS Video Transcript

The agricultural industry is changing fast. New technologies have created opportunities to make farm management simpler and more efficient. The downside is that farmers are overwhelmed by complex information. They can't see their whole operation through one window.

Precision seeding has revolutionised planting, but farmers need to integrate this technology with yield predictions and crop histories to use resources more effectively. Unmanned aerial vehicle technology – or UAVs – and real time telemetry have made it possible to identify issues in the field without leaving the house, but farmers need to join these insights with weather and soil data to understand which plots will produce the best yields over time. Without a simple way to combine these insights with commodity prices and farm finances, farmers can't get a single, useful view of their operations. And that means they struggle to lower costs, reduce crop failures, and make the most profitable day-to-day decisions.

The Accenture Precision Agriculture Service helps solve these challenges. The service empowers farmers with detailed, real-time information about their farms, offers comprehensive, data-driven recommendations, shows the potential costs and revenues of each course of action, and helps farmers make upstream decisions about how to use equipment, manpower and expensive or fixed resources.

The Precision Agriculture Service leverages advanced sensors to deliver detailed weather and soil information from the field.UAV technology helps farmers measure crop growth, detect intrusions, and scout and harvest with greater precision, while multispectral image analysis makes it possible to identify issues quickly. Machine-to-machine communication offers better control over equipment and operations. Sophisticated analytics software combines historical field data with real-time telemetry to present a range of operational possibilities. Farmers can then review past outcomes of similar situations to make decisions that will improve the performance of the field.

The Precision Agriculture Service allows farmers to optimise yield per acre, while minimising expense and environmental impact. Depending on the crop, farmers may increase profitability from $55 to $110 per acre. Most importantly, the service is simple to use, with intuitive interfaces designed for everyday mobile technology.

Let's look at an example. In the future, Accenture believes farmers will begin the day like Pete does: by viewing his farm's status on a tablet. Pete checks the weather forecast and reviews yield projections before scrolling through alerts. He discovers crop stress in one of his parcels that could reduce yield by 7 per cent. He delves deeper into the data and slides the time scale back to observe the parcel's historical trend, and checks the potential impact of today's market prices on the parcel's future profitability.

Pete adds the service's recommended action to the day's 'to do' list, shares it with his crop consultant for feedback and walks out to inspect the relevant field. The service records the whole process for future reference.

Ten years ago it could have taken a farmer such as Pete days or weeks to discover a challenge like crop stress. By placing rich, data-driven insights at his fingertips, the Precision Agriculture Service allows Pete to start solving the problem before he even steps outside.

The Precision Agriculture Service gives farmers an intuitive way to understand their farms' current and historical performance. With detailed insights into operations and the environment, the service empowers farmers to make the data-driven decisions that will protect and improve yields into the future. The Accenture Precision Agriculture Service delivers the single pane of glass agricultural experts need for high performance – today and tomorrow.