

A man and a woman are standing outdoors on a farm, looking at a tablet together. The man is wearing a blue quilted vest over a dark green long-sleeved shirt and a grey cap. The woman is wearing a grey work jacket with reflective stripes. They are in front of a large, light-colored building with a green roof. In the background, there are many brown chickens in a dirt area.

***THE INTERESTS OF
DIGITALISATION OF
AGRICULTURE
& GETTING SUPPLIED
FROM FARM TO FORK***

ANGELIQUE MAHAMAT | CEO, SOURCE APP | 24th June 2021

THE CONTEXT
THE PROBLEM(S)
FACTS & FIGURES
THE CHALLENGES
AGRICULTURE GOING DIGITAL
FROM FARM TO WORK



What : agriculture and food industries

Where : Europe (little focus on France)

Why : EU is the 1st agricultural place

How : Constant industry research

DID YOU KNOW?



The risk from pesticide use across the EU was estimated to have fallen **17 %** between the average for the years 2011-2013 and 2018.

The EU's agricultural industry created (gross) value added of **EUR 177.0 billion** in 2020.



Agriculture contributed **1.3 %** to the EU's GDP in 2020

Agricultural income per AWU for the EU, expressed as an index, fell 1.5 % in 2020. However, it remained 27 % higher than the index level in 2010.



We'll be
10 Bn
in **2050**

75%

**FARMS SHUT DOWN IN THE
LAST 40 YEARS IN FRANCE**

***“Agriculture in
France is in a
tragic situation”***

- Max Bauer, farmer (FR)

***“Last year, I declared
€3,900 of global earnings
when the production of a
rillette takes me 30 hours”***

- Vincent F., farmer (FR)

THE PROBLEM



Big deal, right?

But not only...

THE PROBLEM

Worsening competition for natural resources, **deforestation** and **land degradation**

Increasing **fossil energy GHG emissions** are exacerbating climate change

Lack of **precise information** for food

Climate change is jeopardising crop and livestock production, fish stock and fisheries



3/4 farmers unsatisfied with their relationships with mass distributors

An **increasing demand** for food

Around **1/3** of all food is produced is lost or wasted resulting in losses for farmers and unnecessary pressures on natural resources

Only **5.6%** of all European farms are run by farmers younger than **35** while more than **31%** of all farmers are older than **65**.



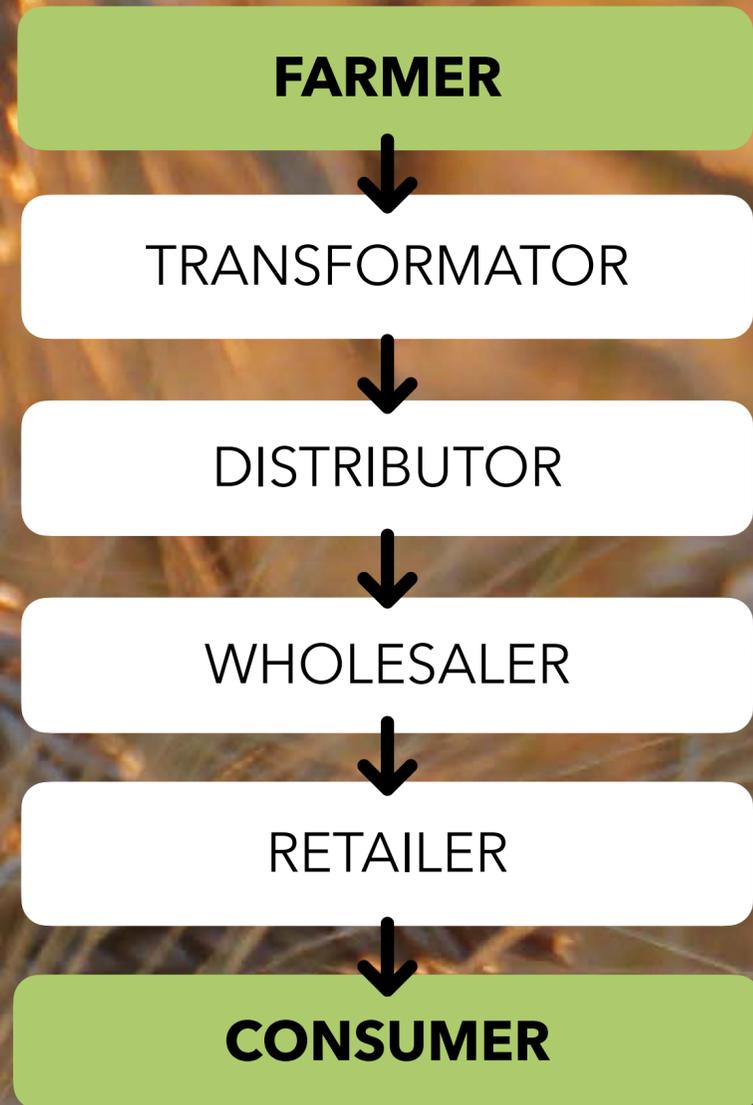
More than **30%** of the land required to meet EU food demand is located outside Europe.



Agricultural production will have to increase by **70%** to feed these people.

Supply Chains

Long Supply Chain
(traditional)



Short Supply Chain



Direct Sales



WHAT?

WHY?

Workflow automation

GPS

AI

Sensors, robots & drones

Digitally delivered services & apps

Big data

Digital comms channels

Decision making

Risk management

Anticipate

Better productivity

Reduce waste

Efficiency and effectiveness

Real-time info





ACCELERATING AGRICULTURAL TRANSITION

**Reduce
food waste**

**Make food system
more efficient,
inclusive and resilient**

**Give and take the
habit to consume
locally (first)**

**Sustainably improve
agricultural productivity to
meet increasing demand**

WHY?

The risk of suicide in the farming industry is **20%** higher than any others

Big gap and misunderstanding of agriculture from populations

Fight agribashing

Transparency on production methods and farmers' labour and motivations

To fight against food miles

Mass distributors operating unfair and unjustified margins



HOW?

Accept seasonal cycles

Low price not being
a systematic criteria

Remember food miles
involve less nutrients & more pollution



Encourage short circuit

Wonder about how farmers are getting
paid within the global agro industry

(Re)create a relationship
with our local farmers

SOME TOOLS TO TAKE CONCRETE ACTION

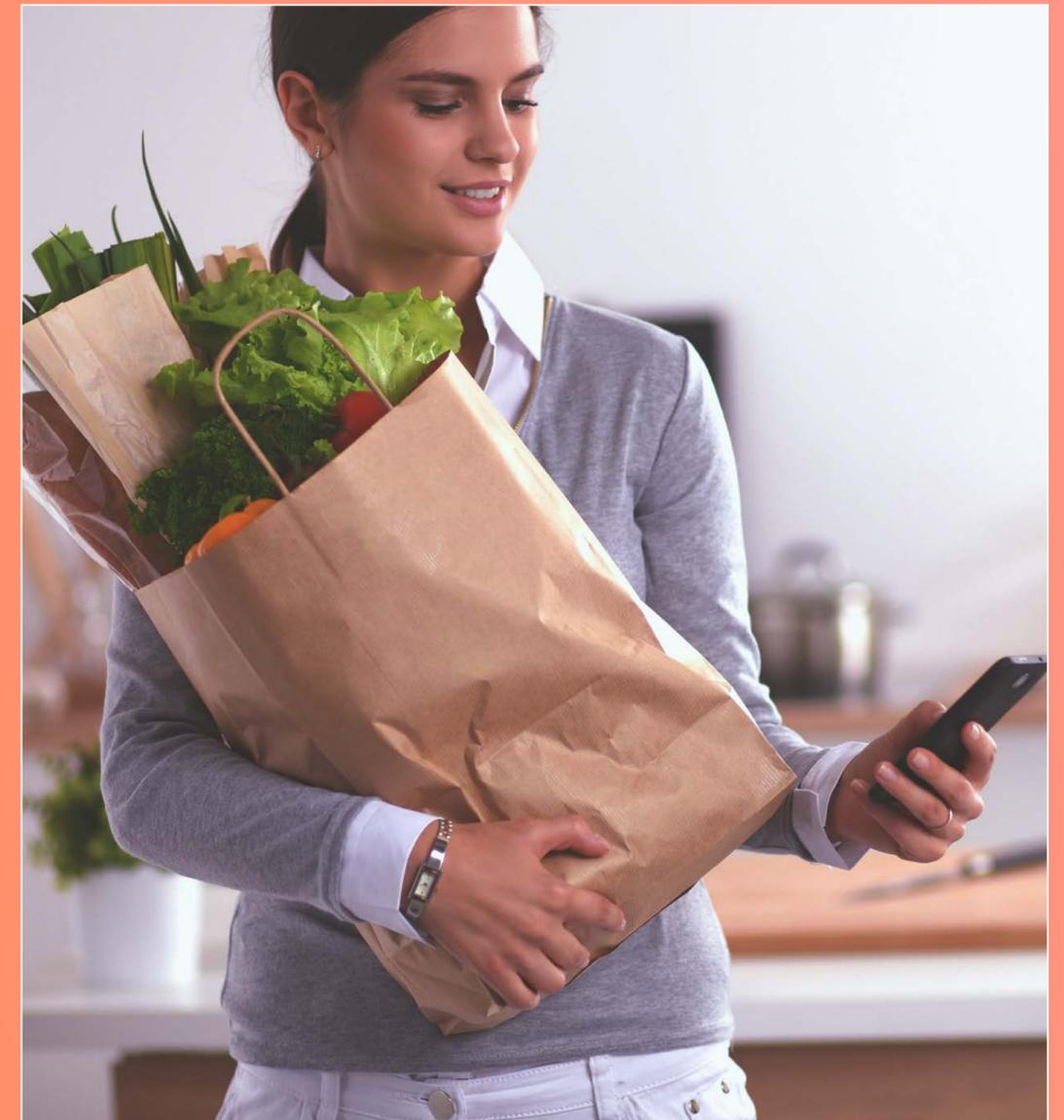
Meal kits



***Farm to fork
websites & apps***



***Shop from farmers'
markets, stores and coops***





One last thing

We will only see significant changes (before it gets too late) if we act collectively.

The multiplication of actions to preserve global agriculture is a must for our planet and its people.

Spread the word. Bring your family to the farm. Offer local products to the ones you love. Teach kids the seasonal calendar. Show them how a carrot grows, and when.

Let's give back to those who labour 7 days a week just to feed us. For our farms to remain.

TO GO FURTHER

VIDEO : **Digitalisation de l'agriculture : enjeux, opportunités et freins** | BPI FRANCE | 2020

VIDEO : **Les défis d'une autre agriculture** | Arte | 2021

VIDEO : **Repenser l'agriculture à l'intérieur de ses limites** | TEDx | 2019

VIDEO : **The Futuristic Farms That Will Feed the World** | Future of Food | 2019

VIDEO : **Les données agricoles au service de la relation digitale** | La Ferme Digitale | 2020

VIDEO : **What's the real carbon footprint of your food?** | FT Food Revolution | 2020

WEBSITE : **Food Miles Calculator**





THANK YOU
\ MERCI



Angelique Mahamat
SOURCE APP

io@thesourceapp.com
@thesourceapp



Sources

- FAO
- Digital Food Lab
- Clean Every Wire
- European Food Safety Authority
- Eurostat
- Eufic
- INSEE
- Copa Cogeca