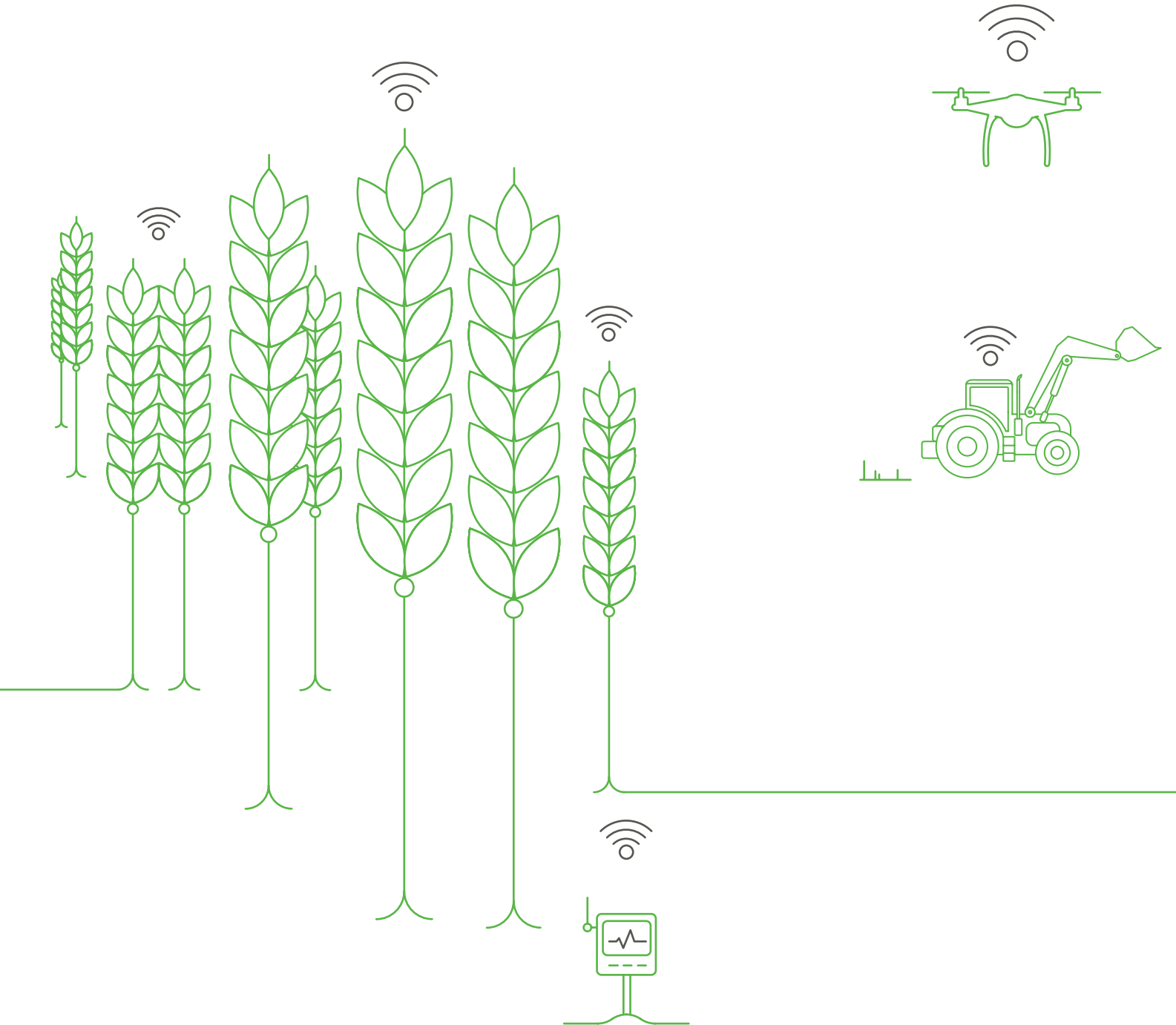


# Smart Farming »

## The sustainable way to food



01

Smart Farming as a tool to safeguard the future »

With the global population set to reach 8 billion by 2024, people are looking towards science and technology to answer the problem of a shortage of land, water and energy.

p.03

02

Role of governments and public policy makers »

Government agencies are stimulating adoption of new technologies through subsidies and projects. Increasingly we are finding that investments both public and private are attesting to the belief in the smart farming future.

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03

Stakeholders and the Value Chain »

This chapter scrutinises the complex value chain and the broad range of key players involved throughout all the specialist areas of farming.

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04

Defining Precision agriculture »

Based on sensor technologies whose use is well established in other industries, this section looks at the application of Precision Agriculture across diverse applications.

p.55

05

The technologies involved in Smart Farming »

A wide variety of information regarding soil and crop behaviour, animal behaviour, machine status and storage tank status is presented for action by the farmer through the use of sensor technologies whose use is well established in other industries.

p.69

06

Drivers, Challenges and Opportunities »

Like any other industry in modern times, agriculture is under pressure from change. Climate change, a growing world population, water stress and the rising cost of energy are all factors forcing the industry to become more efficient and productive.

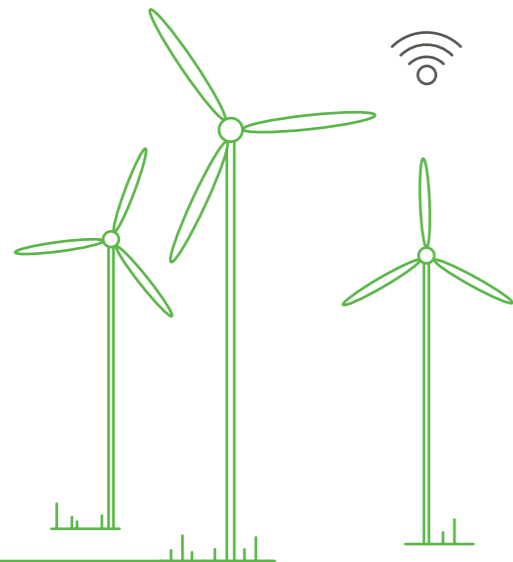
p.79

07

Conclusion »

The use of precision agriculture is bound to grow. It is important to learn the lessons of other sensor based technologies in other industries to enable farming to meet the urgency of the problems the world is facing.

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**About Beecham Research** is a leading market research, analysis and consulting firm, specialising in the worldwide Machine 2 Machine and Internet of Things market. We are internationally recognised as thought leaders in this area, where we have deep knowledge of the market dynamics at every level in the value chain.

Experts in M2M/IoT services and platforms, and also in IoT solution security, we have extensive technical knowledge. We explore the impact of the Internet of Things in various sectors and are also the leading analysts in satellite M2M.

Our clients include component and hardware vendors, major network/connectivity suppliers (cellular, fixed, satellite, short/long range), system integrators, application developers, distributors and enterprise adopters in both B2B and B2C markets.

**Beecham Research, Smart farm & Rural research Programme**

Since 2015, Beecham Research has explored the impact of the Internet of Things vision in rural communities and in smart farming. The Smart Farm and Rural Research Programme is run by Saverio Romeo and Dr. Therese Cory.

Their first smart farming report, published towards the end of 2015, was well received by the M2M/IoT community and the agri-tech community. Since then they have been involved in various agri-tech conferences and workshops, have advised companies on the topic and contributed to a variety of articles published in specialised media.

Saverio and Therese have also explored the impact of IoT in other sectors, for example researching the use of assisted living solutions for providing healthcare within rural communities.

Last year they moved their attention outside the farming gate, addressing issues such as sustainability, food traceability and environmental monitoring for climate change purposes.



Principal analyst **Saverio Romeo** runs research in the areas of M2M, IoT, IoT policy, and wearable technologies. He also publishes studies, advises vendors & adopters on these topics, and frequently contributes to IoT conferences. He is a Visiting Fellow at the Centre for Innovation Management Research and guest lecturer on the IoT at the Department of Informatics at Birkbeck University, London. Previous to Beecham Research, he worked at Frost & Sullivan, Technopolis Group and the European Commission. He holds three MSc in Telecommunications Engineering, Information Technology, Innovation Management & Technology Policy. He is native Italian, fluent in English, intermediate in Modern Greek.

Prior to Beecham Research, Saverio ran research on the use of broadband and mobile technologies for rural areas at Frost & Sullivan and the European Commission. He has always been interested in technologies in rural areas, and likes to play with sensors in the land his grandfather left him in Italy.

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Senior Analyst **Dr Therese Cory** began as a scientist in biomedical research, where she gained a PhD. She has since worked as an IT and telecoms analyst for over twenty years, participating in consultancy and research projects and authoring published reports. Recent areas of activity at Beecham Research include Smart Grids and Utilities, Smart City, Smart Farming and other Internet of Things applications. Therese previously worked as a quality manager at two software companies.

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Please click here if you would like to purchase and download the full Smart Farming 2017 report from Beecham Research.



If you would like to discuss your M2M/IoT needs with us please contact us at:

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