



AG+ BIO+ Science in Indiana

Digitizing to our advantage

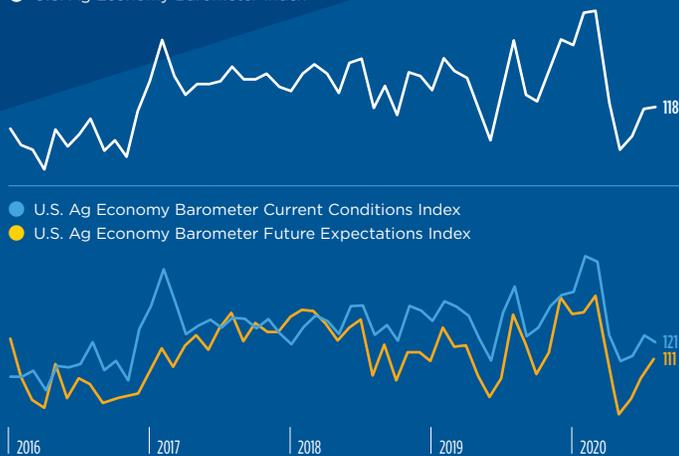
2021 Outlook

Recovery on the horizon

Stronger crop conditions and the Coronavirus Food Assistance Program are improving industry sentiment. Six of every 10 farmers surveyed said the program “somewhat” or “completely” relieved concerns about COVID-19’s impact on farm income. The percentage of farmers predicting higher or equal farm-machinery purchases vs 2019 has also improved dramatically since March 2020.

Ag Economy Barometer, current & future expectations

● U.S. Ag Economy Barometer Index

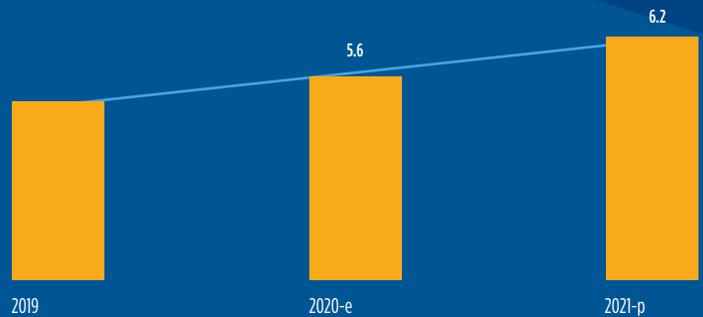


Low-cost digital ag-tech poised to grow

There is great optimism around promising agchem and digital agriculture technologies that improve efficiency and are priced at a low upfront cost. In order to lock-in customers, most digitalization services are free or extremely inexpensive for the first year, which reduces upfront risk for farmers who were hard hit by recession. Nominal entry fees, the promise of long-term cost savings, and improved safety perceptions can overcome reluctance to try new technologies for even the most old-school of farmers.

COVID-19 impact on digital agriculture market

(USD Billion)



Source: Press Release, Investor Relation Presentation, Annual Report, Expert Review, Expert Interview, and Market Analysis

Key Opportunity: Digital Agriculture Platforms

Low-cost digital ag-tech, such as remote field mapping technology, is expected to accelerate due to the pandemic. This, in combination with free entry points for customers, opens a pathway for digitization of the broader agriculture sector as farmers become more comfortable with innovation of their industry.

COVID-19 impact on digital agriculture technologies

● Negative ● No Impact ● Positive

Field monitoring	●	Water monitoring	●
Crop management	●	Precision apps	●
Robotics	●	Soil sensors	●
Digital marketplace	●	Post-harvest monitoring	●
Data analytics	●	Labor management	●

Why Indiana

Talent pipeline

Purdue Agriculture & Biological Engineering is a national leader for Biological / Agricultural Engineering, and the university has 3.3K+ graduates in engineering across programs, creating an abundance of upcoming talent.



Deep roots in agriculture

Indiana’s combination of on-the-farm experience and existing infrastructure has resulted in over 56K+ farming operations, providing opportunities to pilot new technologies while tapping into expertise.

