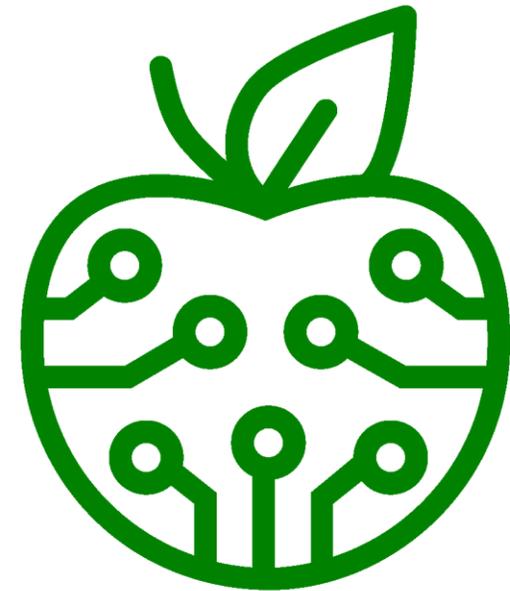
The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The overall composition is clean and modern, with the text centered in a white space.

Beef and Hectare Survey top-line results

Agtech being used at the moment

Top results (respondents could pick more than 1)

- ▶ Animal Management software: 56%
- ▶ Automation (i.e. automated machinery, such as tractors) 22%
- ▶ Drones: 11%
- ▶ Farm Management Software: 22%
- ▶ GPS mapping: 22%
- ▶ Wireless solutions: 22%
- ▶ Soil sensors: 11%
- ▶ Weather stations: 11%



Services that are currently being used

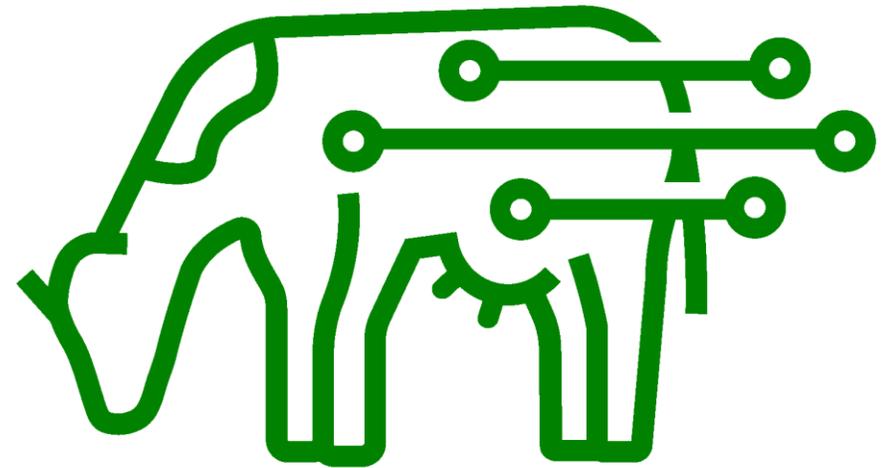
(respondents could choose more than 1 selection)

- ▶ Banks & Financial services: 40%
- ▶ Digital Market places: 40%
- ▶ Soil testing services: 40%
- ▶ Digital Market places: 40%
- ▶ Agtech consultancy services: 20%
- ▶ Academic Innovation Services: 20%



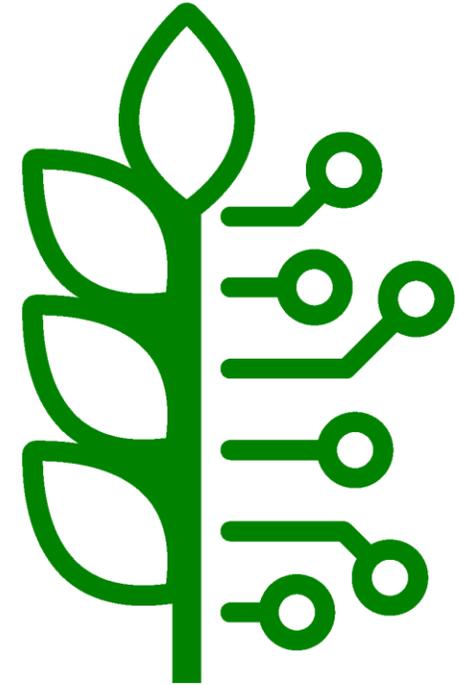
Farming Priorities

- ▶ Increase business profitability: 81%
- ▶ Improve Production Yield: 64%
- ▶ Improved production quality: 55%
- ▶ Increase food production through land size: 36%
- ▶ Improve sustainability: 36%



Agtech that farmers are looking at

- ▶ Animal management software: 63%
- ▶ Farm Management software: 36%
- ▶ GPS Mapping services: 36%
- ▶ Weather stations: 36%
- ▶ Wireless solutions: 27%
- ▶ Robots: 24%
- ▶ Harvesting Robots: 18%
- ▶ Drones 18%
- ▶ Vertical Farming: 9%



Services that farmers are looking at

- ▶ Insurance: 27%
- ▶ Digital Market Places: 18%
- ▶ Soil testing services: 18%
- ▶ Financial Services: 9%

