



Uruguay: Opportunities in Agri-Tech

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* Productivity and Agri-Tech

Research for INIA focused on identifying barriers to productivity in beef farming, dairy farming and some crops such as soybean, sorghum, wheat and maize. We were particularly interested in understanding how agri-tech can help improve productivity.

* Specific opportunities in agri-tech



Big data

Linked to Precision Agriculture and Traceability, for example.



Genetic material

Also genomics.



Education and Training

Essential to be at the forefront of technological development but also in management and entrepreneurship.



Climate

Technologies predicting and handling climate variability are likely to be well received



Research

In diverse areas inc breeds, pastures, international markets, labour productivity, etc.



Water

Technologies related to handling excess water or lack of water (irrigation) are likely to be welcome. Linked to renewables.



Extension

There's a clear weakness in extension programmes.



Robotics and automation

Particularly if labour saving.

* How to maximise opportunities



Target top farmers

In every area there's leading farmers/companies that introduce innovation that then trickles down



Low investment

Technology that doesn't require huge levels of investment, and risk, is more likely to be adopted.



Keep up-to-date with developments

Such as irrigation law, traceability, EU 481 quota.



Take into account the system

Many producers will choose to coast along in a simple system than add complications



Show value for money

Proving a product technically is not enough, how much will I get back and how safe is that investment in an unstable context? Clarity is key.