

## 'Precision farming' could slow climate change and unlock \$250 billion in profits for farmers

There is a long list of global problems to combat, including hunger, drought, poverty, bad health, polluted water and poor sanitation. One that's connected to all the others is the recent bombshell news that climate change is accelerating .... Consequently, extreme weather and natural disasters, food shortages .... will likely happen even sooner than previously anticipated.

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There are, of course, many elements driving climate change .... Farms .... could benefit from a range of technologies, such as data analytics and artificial intelligence. As a bonus, innovating in agriculture could help feed more people.

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Technological tools could help farmers collect and use data to [use] less fertilizer and [plant] fields more efficiently. Specifically, better data on soil and plant health could help farmers know where they need to increase or decrease irrigation or pesticide and fertilizer use ....

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[M]aking changes in farming and food practices that enhance productivity, promote sustainable methods and reduce waste could produce commercial opportunities and new savings worth US\$2.3 trillion overall worldwide annually. Our research team .... has estimated that of that \$2.3 trillion a year, \$250 billion could come from the application of artificial intelligence and other analytics for precision farming alone ....

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