FIGARO
FLEXIBLE AND PRECISE IRRIGATION PLATFORM TO IMPROVE FARM-SCALE WATER PRODUCTIVITY

Exploitation directions

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Challenges in exploitation the FIGARO platform

- Big gap B/W academic knowledge and most farms’ work practices regarding crop management systems and precise irrigation.
- Initial investment in hardware (communication and sensors), IT and remote images processing prevent many farers to use precise irrigation management tools.
- The conflict between precise irrigation and precise agriculture prevent from the farmer to take global optimal decision.
- ROI for the provider is quite low and with high risk due to the problem to provide approved benefit.
- No external incentives to adopt precise crop management; benefit is mainly (only) extra profit.
Figaro exploitation Direction

✓ **In order to make the system easy to use:**
  ✓ Web application – no installation, no IT infrastructure

✓ **In order to encourage farmers to use the system:**
  ✓ SAAS approach - Low subscription annual fee, pay per use
  ✓ No need for hardware investment in basic usage. The system can work fine with free services and models.
  ✓ Use leasing models for the communication and sensors

✓ **In order to make it valuable:**
  ✓ Open platform approach and interfaces to other farm DSS systems like fertilizing, seeding, crop protection DSS
  ✓ Automate the input required for smart models (and compromise about precision) Simplify the models output for a specific activities (e.g. irrigation plan)
Figaro – Business opportunities

- **Industry leaders like Netafim**, should see the crop management business as strategic and supportive to the core business and thus expect to see the ROI in increasing the main business and not as a direct profit.

- **New data-driven business models** EIP-AGRI Seminar Data Revolution: Final report suggest SME’s should be able to marketing their solution as a revenue generator
  - ICT and sensor-based technologies increase the amount of data collected in agriculture and throughout the whole supply chain which offers potential for new data-driven business models
  - Hidromod - New business of digital agronomic consulting
  - MobiLas – Marketing & sale the MobiLas sensors and provide agronomic service
  - C-Tech – Marketing & sale the NPK fertilizer sensor

- **Policy makers should apply incentives to encourage farmers to use crop management tools and join the precision agriculture world**
  - It will benefit the farmers
  - It will benefit the customers
  - It will benefit the environment
Thank you

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