SUSTAINABILITY MEASURES: Don’t Make It Hard!
CropTrak
Enterprise Data Management Platform for Agriculture

Collect
Protect
and Report
CropTrak

- Farming (All Crops)
- Food Processors
- Timber & Forestry
- Land Acquisition and Management
- Reporting, QA, Sustainability
- Food Safety / FSMA / GAP / Global GAP
- Commercially tested and proven

Tucson, AZ

<table>
<thead>
<tr>
<th>Year</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>Founded</td>
</tr>
<tr>
<td>$0</td>
<td>VC &amp; Loans</td>
</tr>
<tr>
<td>26</td>
<td>Employees</td>
</tr>
<tr>
<td>3</td>
<td>Founders</td>
</tr>
<tr>
<td>2nd</td>
<td>Business</td>
</tr>
</tbody>
</table>

| -500   | Customers     |
| 100%   | Paying Customers |
| 90+%   | Renewal Rate  |
CROPTRAK IS DEPLOYED ACROSS

58 Countries 15 Languages 70+ Crops

CropTrak

• Founded 2009
• Based in Tucson, AZ
Farming Is Getting Complex
The journey of a crop from seed to food depends on a supply chain that is complex, interdependent, and data hungry.

FROM SEED TO FOOD

Grower

Consumer
Farmers & Food Companies rely on **multiple entities** sharing data to **run their businesses** so they can get their food to your table.

**FROM SEED TO FOOD**

- Grower
- Banks
- Inputs
- Insurance
- Enterprise Food
- Regulation & Food Safety
- Consumer
CropTrak digitizes field-level data, our data hub combines it, and streamlines B2B information sharing to improve compliance, risk management, provenance, and service efficiency.
Compliance and Sustainability Requirements

Farmers and their trusted advisors are overwhelmed with paperwork requirements....
Sustainability is Important!
THE GREAT BALANCING ACT

The world must achieve a “great balancing act” in order to sustainably feed 9.6 billion people by 2050. Three needs must be met at the same time.

**CLOSING THE FOOD GAP**
- Required increase in food calories to feed 9.6 billion people by 2050: 69%

**SUPPORTING ECONOMIC DEVELOPMENT**
- Global population directly or indirectly employed by agriculture: 28%

**REDUCING ENVIRONMENTAL IMPACT**
- Global greenhouse gas emissions from agriculture and land use change: 24%
WORLDWIDE AGRICULTURE ACCOUNTS FOR

- **70%** of WATER CONSUMPTION
  - Agriculture: 70%

- **34.3%** of LAND AREA
  - Agriculture: 34.3%

- **17-30%** of GHG EMISSIONS
  - Agriculture: 17%
  - Deforestation: 13%

- **37.3%** of the LABOUR FORCE
  - Agriculture: 37.3%

- **41%** OF TOTAL FARMERS WORLDWIDE ARE WOMEN
  - And they make up a majority of workers in two regions

- **97%** OF AGRICULTURAL WORKERS ARE IN DEVELOPING COUNTRIES

Sources (clockwise): IMRI, Foresight, WRI, CIA, World Bank, FAO, ILO.
How Do We Track It?
Ag Management that is Flexible & Customizable

Turn any paper process into a mobile, digital, tracked, and auditable process - even when disconnected.
Ag Management With Flexible & Custom Apps

Fit for purpose apps that collaborate.
Unique app. per crop, country, and user roles

Scout
Food Safety
Inventory
Harvest
Planting
Irrigation
## Create Custom Forms

- Enter Data
- Validate Data
- Help tools
- Math calculations
- Unit conversion

### Irrigation Form Example

<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Field Area (ac)</td>
<td>39.1</td>
</tr>
</tbody>
</table>

### Irrigation Details

- Irrigation Type
- Irrigation Purpose
- Irrigation Duration
- Irrigation On/Off
- Application Rate (in/min)
- Infiltration
- Crop Problems Observed
- Next Irrigation Recommendations
- Irrigation Sketch
- Irrigation Notes
- Fuel Used (G)
- Power Unit Oil Level
- Drip Position

### Additional Features

- Math calculations
- Unit conversion

![Image of custom forms interface]
**Example:**

<table>
<thead>
<tr>
<th>Land Risk Assessment</th>
<th>LandRiskAssessment</th>
<th>Close</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>APPLICATION</strong></td>
<td>Farm</td>
<td>Access Farms</td>
</tr>
<tr>
<td></td>
<td>Field</td>
<td>AF-4</td>
</tr>
<tr>
<td></td>
<td>FSN</td>
<td>5564</td>
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<tr>
<td></td>
<td>Tract</td>
<td>22085</td>
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<tr>
<td><strong>FSA Field Number</strong></td>
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<td>2</td>
</tr>
<tr>
<td><strong>LAND-USE</strong></td>
<td>Assessment Date</td>
<td>5/4/2016</td>
</tr>
<tr>
<td></td>
<td>Field Ownership</td>
<td>Purchased Land</td>
</tr>
<tr>
<td></td>
<td>GPS Coordinates</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Primary Use of Adjacent Property</td>
<td>Farmland</td>
</tr>
<tr>
<td></td>
<td>Adjacent Land Pose Food Safety Risk</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>Field Food Safety Risk</td>
<td>None</td>
</tr>
<tr>
<td></td>
<td>Field Water Source</td>
<td>Well</td>
</tr>
<tr>
<td></td>
<td>Potential Water Contamination Risk</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Water Source Shared With Others</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assessment Comments</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Map Sketch of Risks</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Risk Photos</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Field Entrance Point</td>
<td></td>
</tr>
<tr>
<td><strong>PRIOR USE</strong></td>
<td>Current Year Crop</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Last Year Crop</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Two Years Ago Crop</td>
<td></td>
</tr>
</tbody>
</table>
Flexible Localization

- Language
- Units
- Currency
- Numbers

Native language = Less Mistakes and Faster
FLEXIBLE UNITS

• Collect in one unit
• Store in a second unit
• Report in a third unit

Units Supported
Metric, Imperial, Custom

Seamless and Customizable
TRACKING
Automatic and Auditable

RECORDS:
- Who
- What
- Where
- When
- Weather

using GIS and GPS
AUTOMATIC REPORTS

- NOI - Intent
- NOA - Application
- Custom
- GAP Forms
CropTrak
Flexible Reporting
- Manual On Mobile
- Manual On Web
- Automatic from Cloud

Report Styles
- Simple Excel grids
- Pixel perfect paper
- Informative dashboards

Report Uses
- Grower Feedback
- Compliance Reporting
- Management & Monitoring
CONNECT EVERYTHING!

IoT Partners
Weather, sensors, imagery, tractor automated entry

- Farmobile
  Tractor Monitoring

- Farmshots
  Satellite Imagery and Analysis

- Agsense
  Irrigation & Soil Monitoring

- John Deere
  Tractor Monitoring

- IBM
  Weather Station

- CDMs
  Chemical Labeling

ERP Systems
Easily share info to/from major ERP systems.

- Oracle
- SAP
CropTrak Flexible Cloud Database

- ALL Your DATA in One Place
- Less Duplicate Data Entry
- More Collaboration
- More Data Integrity
- More Data Understanding
- More Data Security
We Can Make Sustainability Work!

Thanks!
Lon Gretillat
Lon@CropTrak.com

Come see us at Booth 32