



AGTECH GROUP THERAPY

A SUBTITLE LOOK INTO THE
MENTAL ANGUISH OF THE
PRECISION AG INDUSTRY.

WHO AM I? – NATHAN FALEIDE

STRATEGIC INITIATIVES MANAGER FOR AGINTEGRATED

What do I know?

Short answer is enough to be generally qualified

What do I actually know?

25 years in the precision ag industry working beside and with my family's company Satshot as well as the crop insurance industry for 5 years. Not to mention hundreds of meetings, tradeshow, and discussion around this industry and all its good, bad, and ugly qualities. I also grew up on a farm and farmed for 7 years myself.

WHAT ARE WE TALKING ABOUT TODAY?

BASICALLY ALL THE FRUSTRATIONS SURROUNDING THE
AGTECH/PRECISION AG SPACE



HERE IS A LITTLE VIDEO THAT ILLUSTRATES MY POINT



BASICALLY, THERE IS A LOT OF HYPE AND BS CURRENTLY AROUND

Some Examples:

- *We provide AI/ML techniques to tell you how the field is growing from space, here is a blobbed up map that doesn't really tell you anything.*
- *Our Drone helps you save money on fertilizer, seed, and chemical automatically without stepping in the field somehow. That'll be 15k please.*
- *If you buy our sensors you can tell exactly what your crops want like water for the irrigation equipment you don't have.*
- *We will save you money by selling you something before its technically completed to show to our investors that we are trying but we'll never finish it but come out with some other products to confuse you and make you forget why you called us in the first place. Oh come to our big user conference and we'll give you free crap, its in the middle of California and during August.*

SO...WHAT ARE WE GOING TO DO HERE TODAY?

Laugh

Cry

Swear

Complain

Talk

Console

Hug

Who knows?

Welcome 4 other experts on stage that feel similar and have not only seen and felt these issues but have each a unique perspective and frustration around the Agtech/Precision Ag world today.

Craig Ganssle – CEO and Founder of Farmwave

Kyle Morrow – Lead Agronomists for In10nt

John Gibson – Precision Ag Specialist for CropQuest

Nate Taylor – Sales Director at Iteris



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