

Connected Crop Management for Potatoes

Irrigation Tech &
the Future of Farming





TREVOR MECHAM

Vice President, Valley[®] Irrigation
Global Technology Strategy

Third-generation farmer
Potatoes, hay and grain





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The Future

- Smart steel
- Equipment with a brain
- Global reach



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The last decade gave us:

- iPhone
- iPad
- Facebook
- Twitter
- Advancements in precision ag



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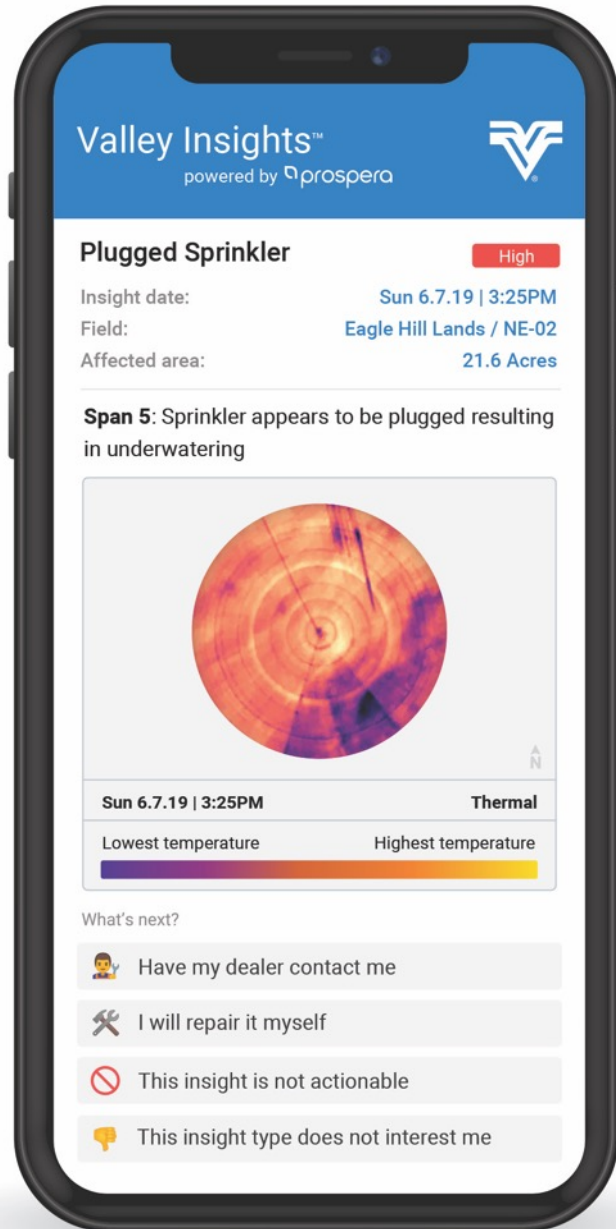
The next decade

- Self-driving tractor
- What about irrigation?

Autonomous pivots

- Closer than you realize
- Look at the auto industry





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Sensor technology will expand

- Scan your field for damage and disease in 2-4 hours



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- Real-time data
- From reactive ...

... to predictive

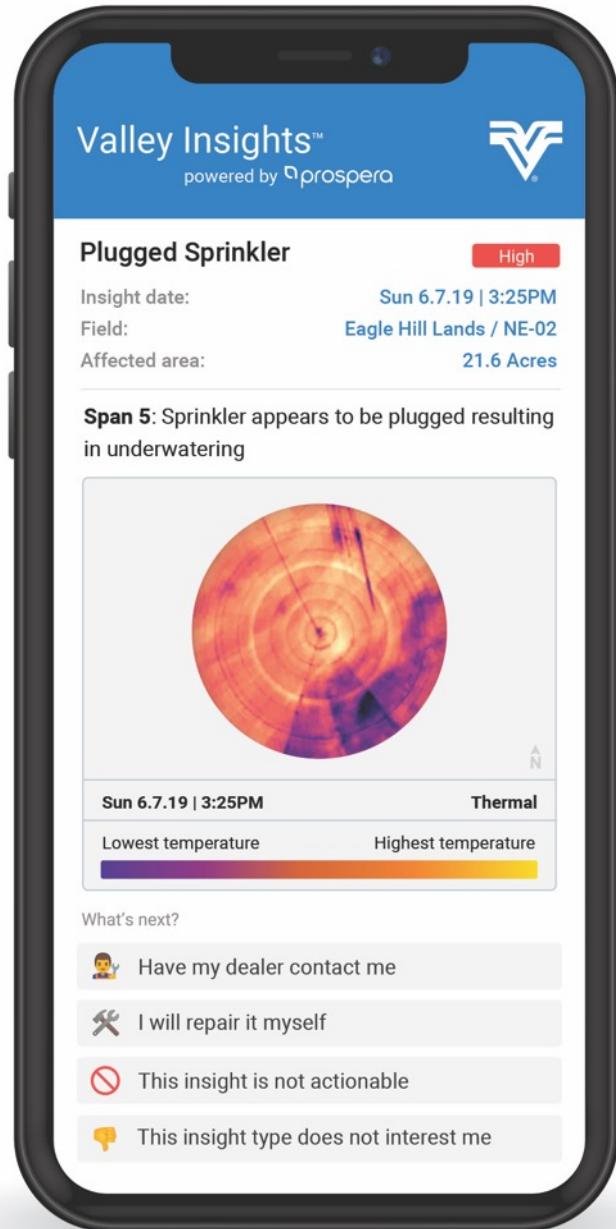


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- More accurate, integrated data
- Completely connected crop
- Centralized services





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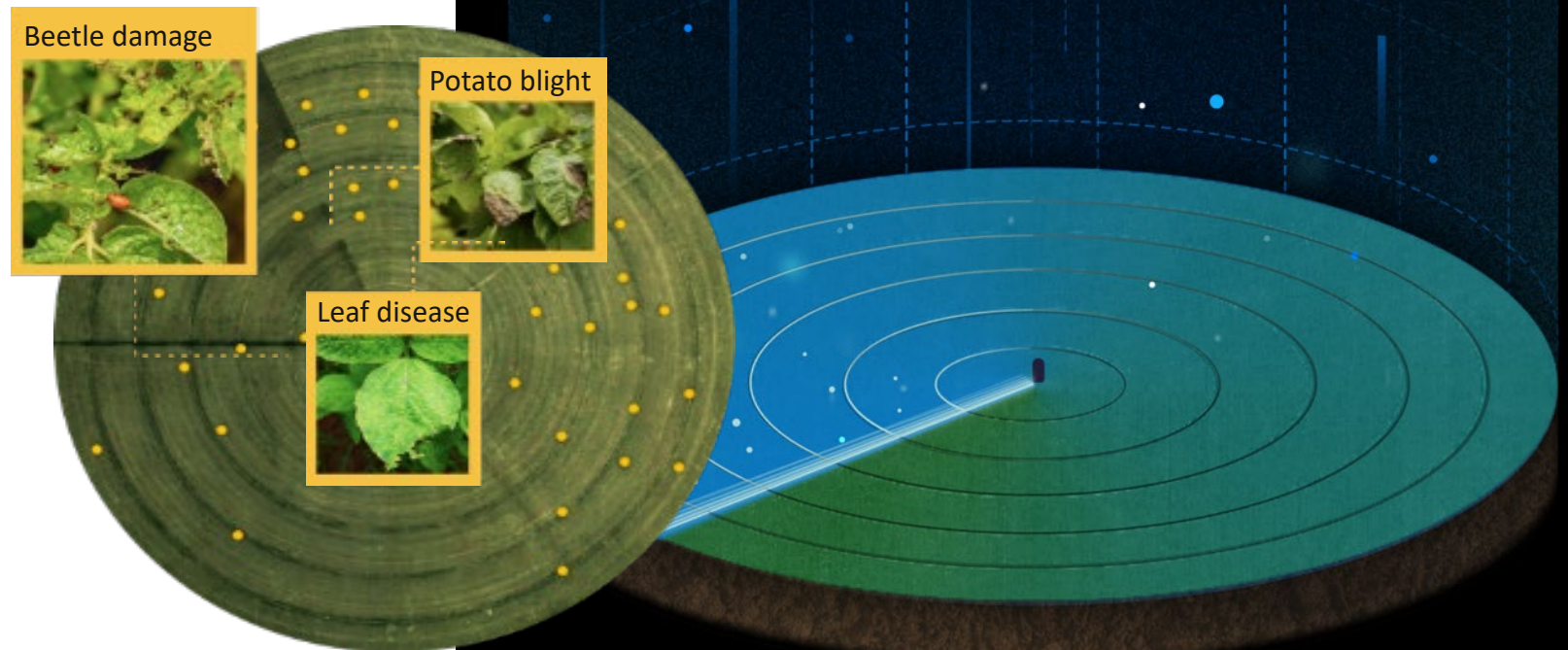
- Automated decision making
- Evolving prescriptions based on data



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The future is data driven

- Smart steel
- Equipment with a brain
- Global reach



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Thank you!
Questions?

[linkedin.com/in/trevormecham/](https://www.linkedin.com/in/trevormecham/)

