



**HARTPURY**  
AGRICULTURE

**AGRI·TECH**  
CENTRE



# FREE

**DIGITAL SUPPORT  
AND SERVICES  
FOR FARMERS**

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**HELPING YOUR FARM  
THRIVE IN A DIGITAL WORLD**

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# Practical support to help benefit your farm through digital innovation

Through the work of the pioneering and applied Hartpury Agri-Tech Centre, we are delivering services to help farmers navigate the tools and techniques to unlock, understand and utilise the digital landscape of their businesses.



## Digital agriculture

Digital innovation can involve processes and decisions contributing to digitisation, digitalisation and digital transformation for a business. Specifically for Agriculture, this could relate to the use of technology, data analysis, and communication tools in farming and food production, processing, and distribution. The benefits of which cannot be realised without the informed decisions, skills, and competencies of people!

Digital agriculture encompasses a wide range of technologies, most of which have multiple applications along the agricultural value chain. These technologies include, but are not limited to:

- Mobile phones / computers
- IoT and sensors
- ID systems (RFID)
- Satellite and guidance systems
- Office software and online analysis tools
- Artificial intelligence and machine learning
- E-commerce platforms, apps, and websites
- Automation and agricultural robots

The information collected through these digital tools can be used to make informed decisions about everything from farming operations to long term plans. This can help farmers to increase productivity, reduce waste, and improve efficiency - ultimately making agriculture more sustainable and profitable.

In addition to on-farm applications, digital innovation can also help streamline supply chain management and enhance food traceability, improving food safety and quality. It has the potential to revolutionise the way we produce and distribute food, making agriculture more efficient, sustainable, and resilient in the face of climate change and other challenges.

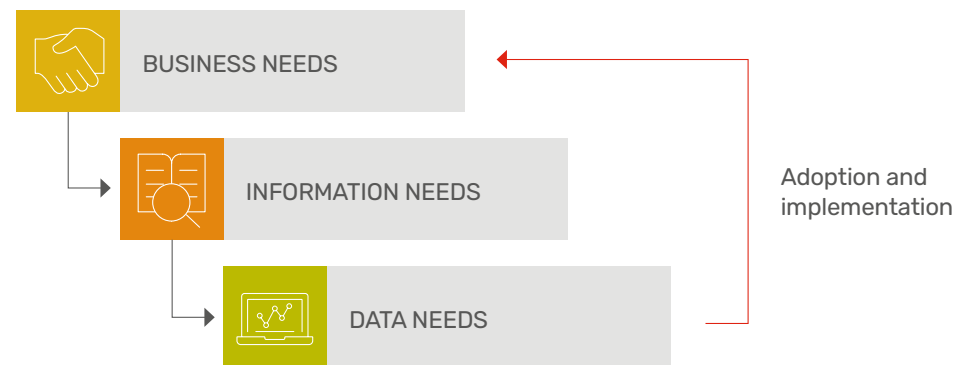
## How do we support farmers?

We provide a comprehensive and targeted service to help address the digital challenges and barriers faced by many farming businesses.

Our services take account and cover the areas such as connectivity, data management, cyber-security, technology application and digital skills.

**Our focus** is to work with farming businesses, to help develop their digital footprints in line with the business needs.

This increasingly means exploring the growing array of tools, services and, most importantly, ensuring successful adoption and implementation. Which is why the service both includes a dedicated action plan and ongoing access to the Hartpury Digital Innovation Farm support network.



Through the resources of Hartpury's Agri-Tech Centre we will help identify both 'quick wins' and long-term strategies to enable you to confidently implement 'Measure to Manage' approaches to help your farm business make the most of technology and data.



We help farm businesses build and manage digital resources with purpose through the following services:

- ✓ Initial review
- ✓ Health check
- ✓ Action plan
- ✓ Ongoing check-ups
- ✓ Membership of Hartpury's Digital Innovation Farm support network
- ✓ Access to agri-tech businesses at Hartpury's Agri-Tech Centre and Tech Box Park

The support is tailored to you and your business and there will be no fee to pay.

If you are interested in getting the best out of the digital information/data in your business, then let's arrange a call or meeting (online or face-to-face) to explore this in more detail.

## CONTACT US

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# AGRI·TECH CENTRE

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