



Imagine you could wave a magic wand and boost the yield of the world's crops, cut their cost, use fewer-fossil fuels to grow them and reduce the pollution that results from farming.

The Economist 2009

the problem

The world faces a major climate change disaster unless a way is found of reducing the amount of pollution in the atmosphere.

However, even if agriculture needs nutrients, too much unregulated nitrogen is entering the environment, while water is a limited resource which needs careful management.

the solution

demetra is an integrated system for crop nutrient management, through a more efficient and self-regulated distribution.

It will achieve this by analyzing and understanding the complexities of each single crop to enable farmers to make the right decisions at the right time.

about demetra

Integrated sensors will measure key variables, such as soil humidity, temperature, irradiation and nutrient levels, over time. The heart of the project is a digital platform that will process big data from the sensor networks to ensure optimal crop nutrient management.

Knowing the exact quantity of water present in the soil allows the farmer to identify the precise moment at which to intervene, directing the flow of water or fertilized solution to each single plant, simply by using a device connected to the internet.

money business

costs down 5%



revenue up 5%



demetra will provide advantages in terms of both money and time for farmers and investors.

strategy

Some **demetra** units will be tested and monitored in labs and others in greenhouse drip irrigation before going open field.

Farmer experience will fine tune **demetra** from prototype to final product, as well as provide R&D and big data on potential new market segments.

team demetra

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