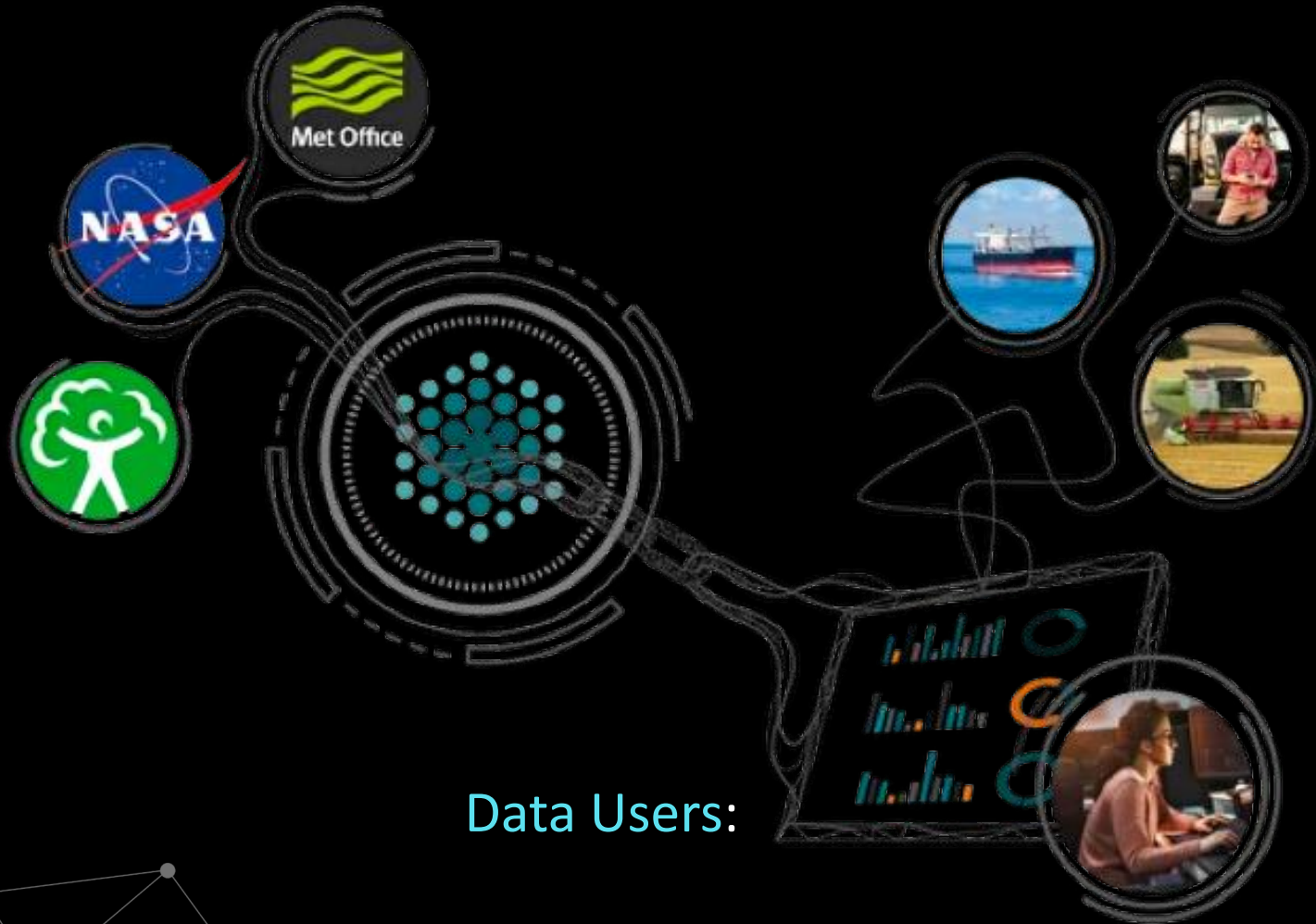Agrimetrics

THE CATALYST FOR CHANGE

A UK public and commercially funded organization, founded to accelerate new value creation from agri-food data. We are strategically aiming to be the food and farming sector's Data Marketplace

Agrimetrics

THE CATALYST FOR CHANGE

Our Customers

Data Providers:

Data Users:

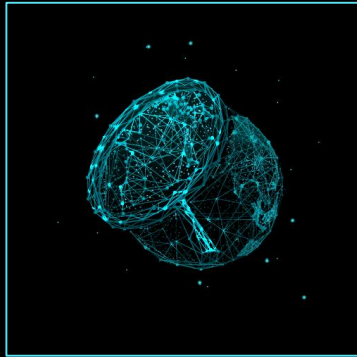# Customer Pains

Data Provider

- Make my data discoverable
- Bill for my data
- Control usage
- Make my data more attractive
- Reduce my maintenance costs

Data User

- Find data
- Find more valuable data
- Discover related, comparable data
- Easily pull data into my workflow
- Pay for just the data I need
- Learn how best to get value
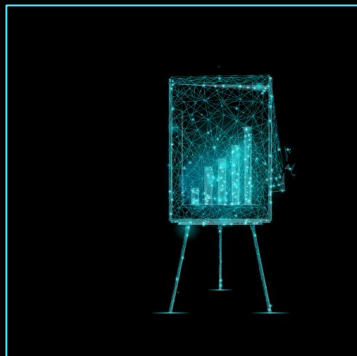
Products and Services

Data

On-demand, linked data.
Enabling you to find and get
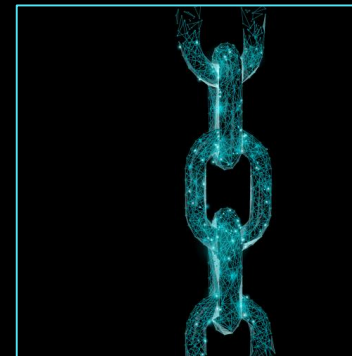what you need.

Marketplace

For data providers to
commercialize their data
in the best way.

Enablement

Where our experts enable you to
derive value, as data consumer or
provider.

Platform

Enabling you and your
ecosystem to link and
manage data in privacy.

"

Agri-food supply chains increasingly depend on data-supply chains to function: about provenance, sustainability, welfare, carbon emissions etc..

The current data supply system needs radical improvements: siloed data, poor utilisation, unfair data exchanges, disempowered data owners.

So Agrimetrics has created a Data Marketplace, enabling organisations to share and monetise their data without losing control, while making easier and more affordable for consumers to access the information they need.

Key to this is our artificial intelligence which links concepts between data on our marketplace – enabling analysis ready sets of data, such as the set of sustainability metrics associated with a product, to be easily obtained and used.

Ultimately, our goal is to enable organisations to bring new applications and insights to market as quickly and as affordably as possible.

"

Matthew Smith,
Chief Product Officer

How Agrimetrics can provide you value:

As a source of data:
We have or can source datasets you need and simplify access to it.

As a mechanism for permissioned data exchanges:
Putting you and your customers in control of what data gets exchanged and on what terms.

As a source of expertise:
Our data scientists can advise on what to collect, how to collect it, data translation and advanced analytics.

Current Linked Datasets

- Soil, field, crop, weather, natural capital

- Field-linked

- Premium data are satellite-derived

  - Field-attributes (e.g. chlorophyll)

  - Field boundaries

  - Reseller for Airbus EO data (cheaper!)

- Access to underlying gridded
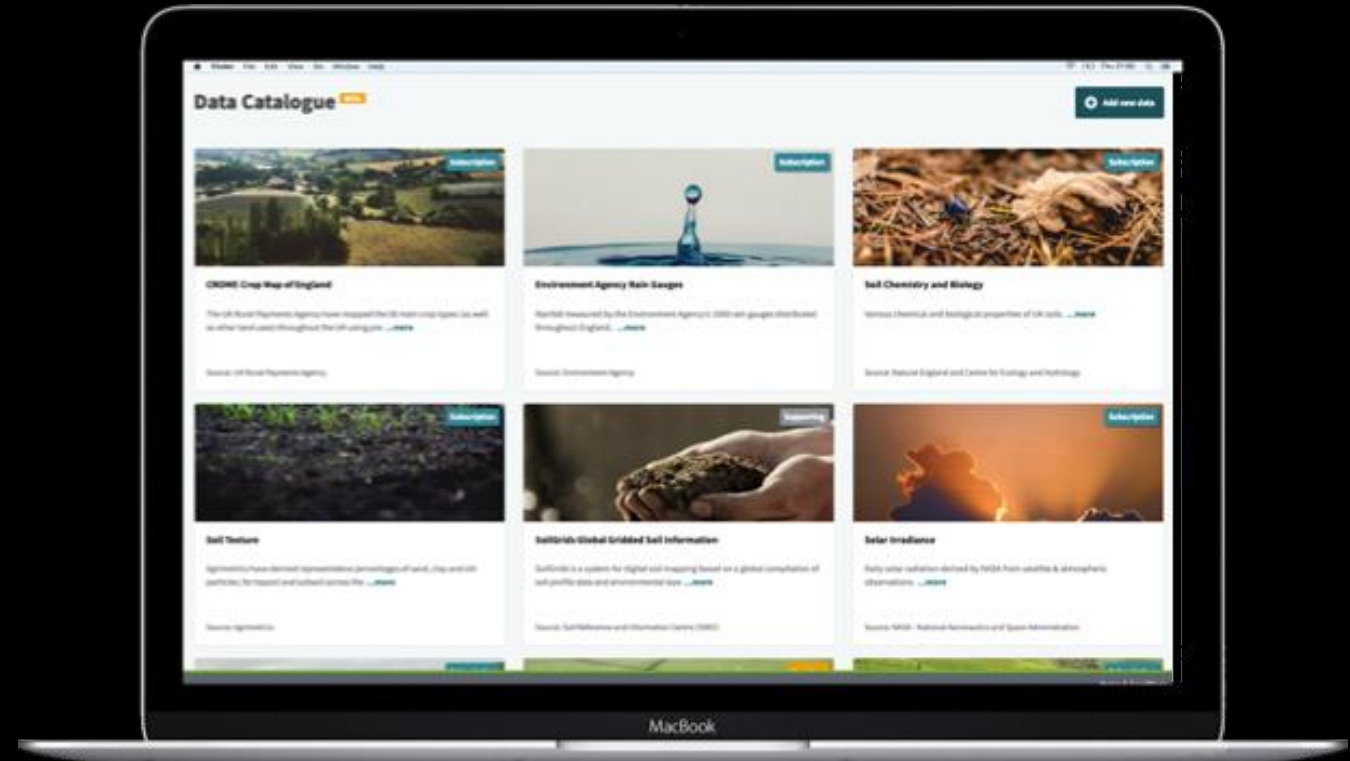
The Agri-Food Data Marketplace

A Platform to equitably and securely find, manage and monetise agri-food data


Data Providers

Data Consumers

Private Data Exchange
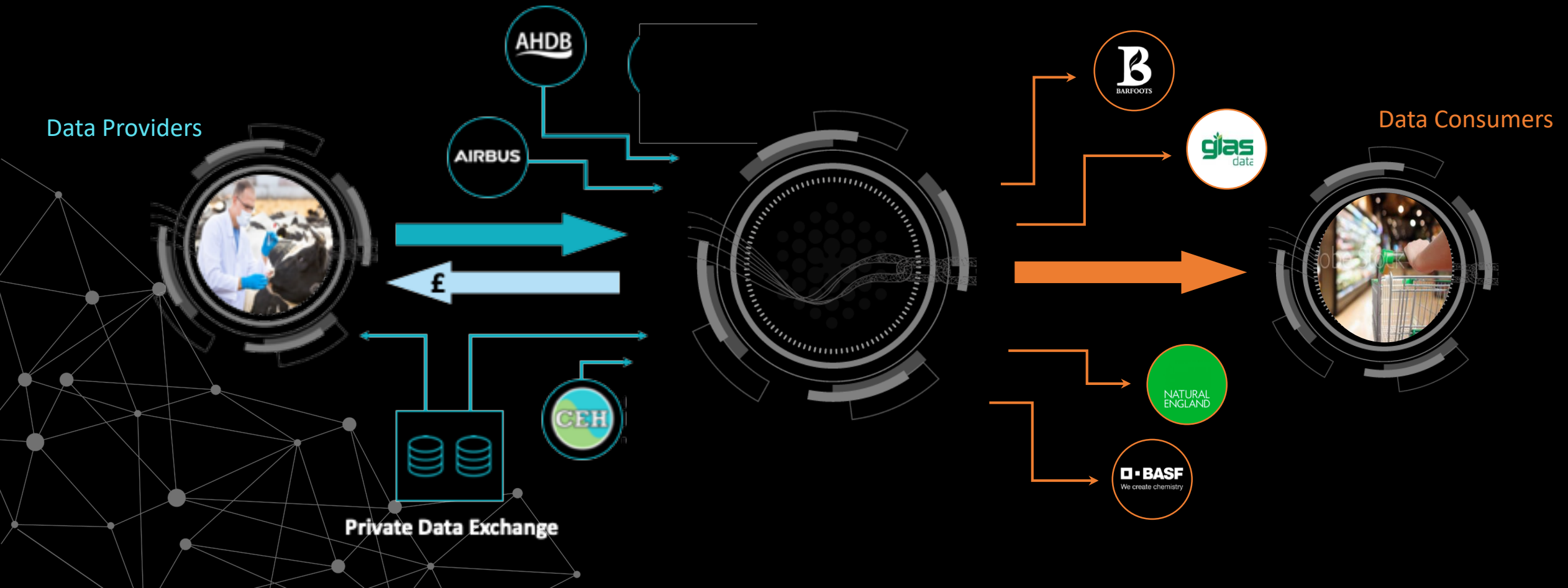
Enablement

How:

- Our data scientists accelerate you to actionable insights.

- They can advise on data collection protocols.

- They can help you richly describe your data to unlock more value

- They can provide advanced analytics such as AI

- Our developers can help you develop and deploy data and applications
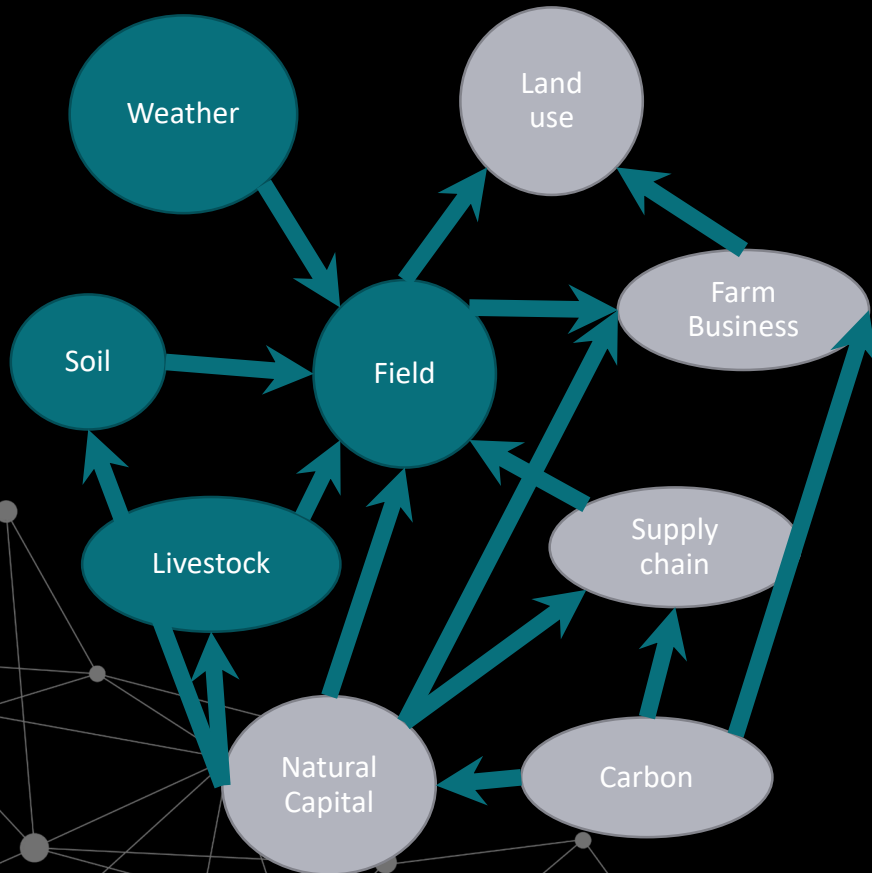
Example:

- Barfoots, an international fresh produce company

- Production forecasting for their Senegal sweetcorn production.

- Yields and crop timing could be better anticipated enabling waste reduction through anticipating production.
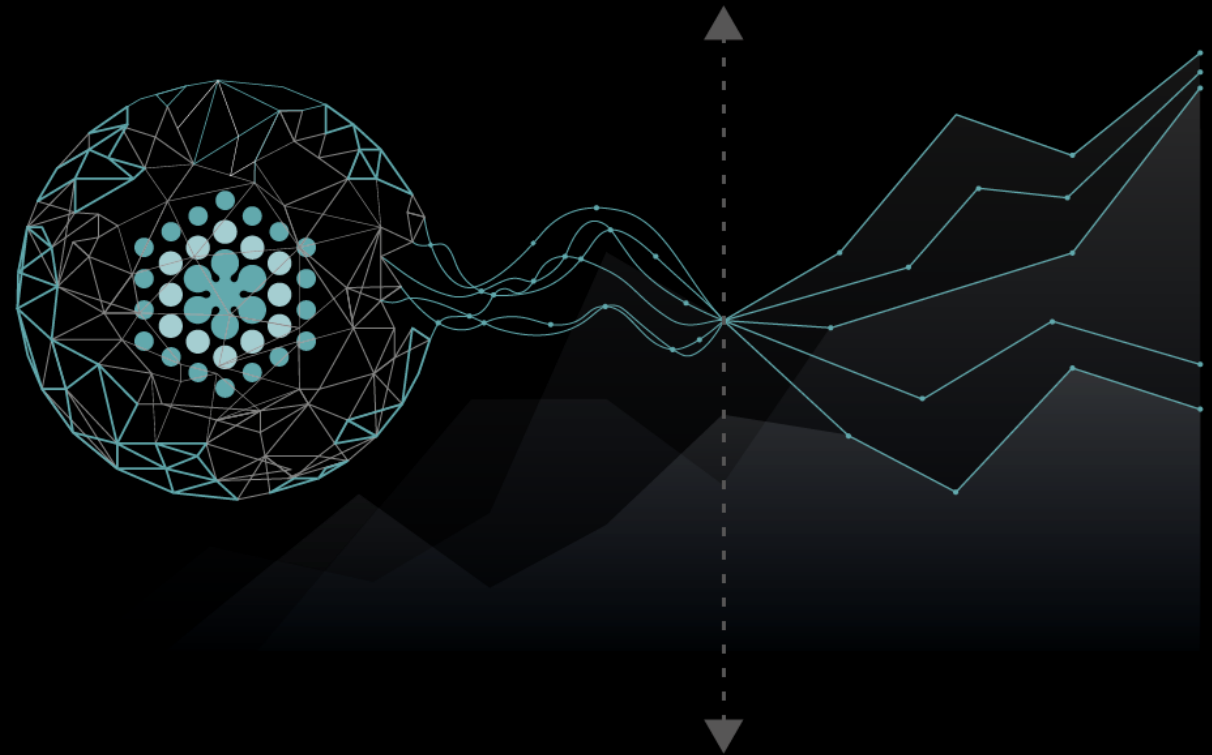
Knowledge Graphs enable you to find the right data

The Agrimetrics Knowledge Graph is an interactive machine that enables data in our Data Catalogue to be discovered using natural definitions of what the data is about and how it relates to other real world concept
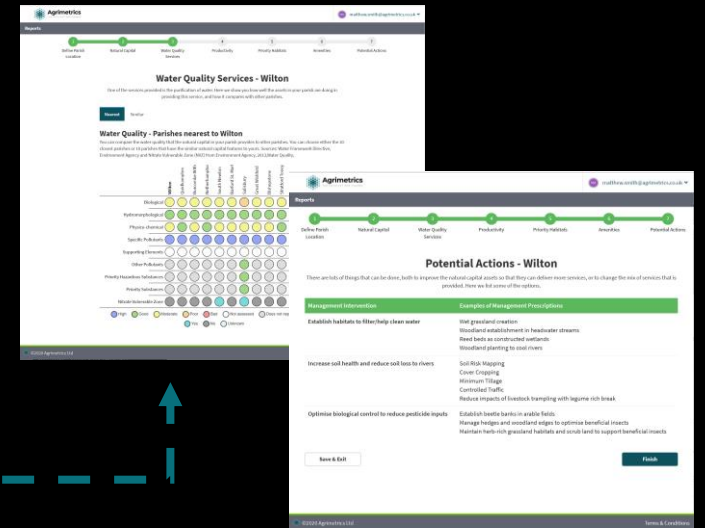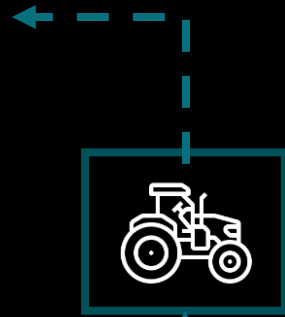
Knowledge Graph = Ontologies + computational machinery

Example: What natural capital information do you have for our primary producers?

Recent examples applications built using our Data Marketplace

wHen2gO

Farmer advisory for pesticides, combining data collection, field linked data, modelling and simple executable advice.

Natural Capital Explorer

Provides improvement advice for local authorities, combining multiple UK datasets, linked to geography, such as biodiversity, water quality and population.

The needs we address

Increasingly data-consumers need access to multiple linked data types to derive actionable insights, and data providers need help making their data accessible and relevant to users.

Finance wanting better yield estimates

Producers wanting to market their credentials

Everyone, sustainability accounting

R&D insights

Producers supply forecasting

Insurance risk estimation

Agri-tech

Product Roadmap

Growing demand for accurate, current, linked agri-food *system* data that indicates sustainability

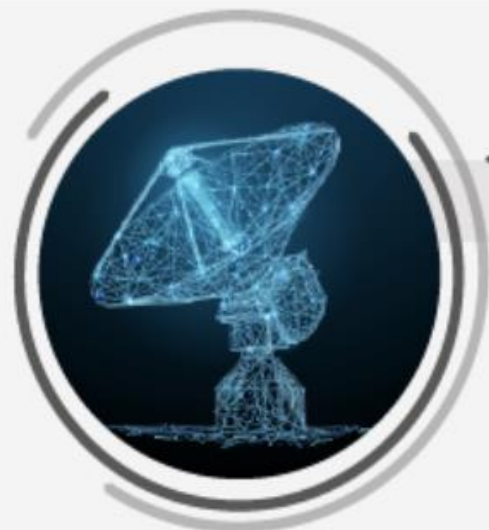Field-attributed SAR
Crop ID prediction

Livestock graph

Graphical data discovery
navigation

Spring 2020

Natural capital data
Farmer sentiment

Sustainability, farm,
supply chain graphs

Data provider account
management

Summer 2020

Plug & play sustainability
accounting (#1 carbon)

Land use data
Digital twin

Support for data upload
and linkage support

Autumn 2020

Increasing Linked Data

Throughout agricultural landscape

Across supply chains

Increasingly predictive

Releases Spring 2020

Field-attributed SAR

Graphical Navigation

Linked Livestock Data
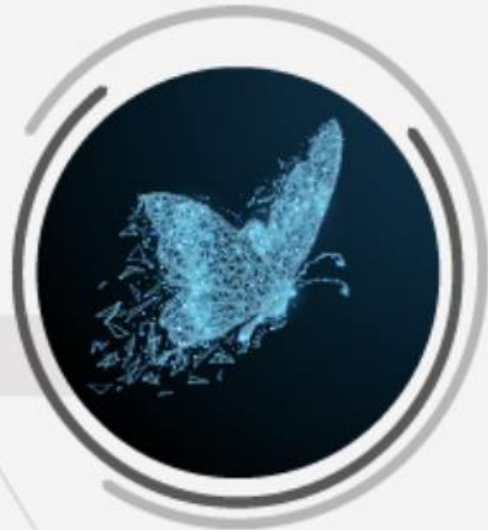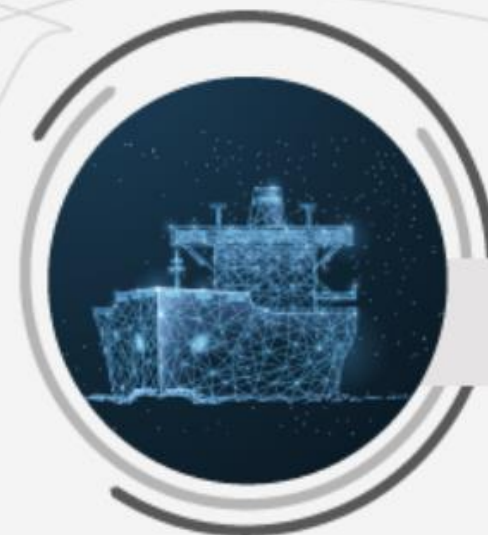
Crop ID Prediction

Releases Summer 2020

Natural Capital Data

Farmer Sentiment Data

Improved Data Provider Functionality

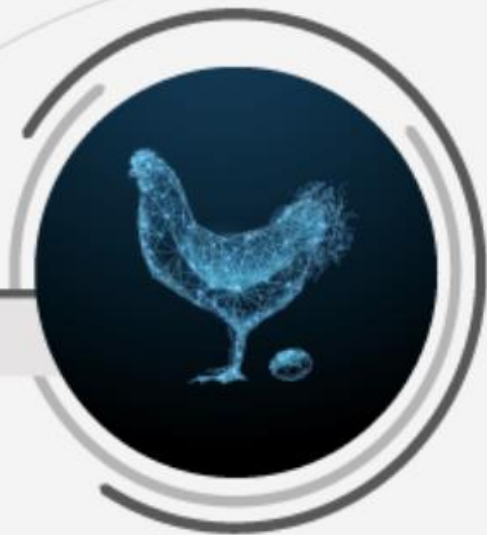Linked Supply Chain, Farm and Sustainability Data

Releases Autumn 2020

Plug & Play Sustainability
Accounting (Carbon)

Land Use Data

Improved functionality for
data uploads and data linking

Digital Twins