

Date	Time (German time; UTC+2)	
September 16th	11:00	Perspectives Crop Advise and Competition with Digital Tools <p>In agribusiness there is a lot of talk about the options to digitalize advisory services to growers and thereby create added value – both for the grower and for agribusiness. Various players, from start-ups to ag industry, aim to strengthen the ties with growers and creating new business by promoting own products and new services through these digital tools.</p> <p>Against this background we were wondering about the evolution of the market of crop advisory services in general. And the new digital offers do of course compete with conventional advisory services. The respective analysis is quantitative by looking at the market share of private consultancy and qualitative by looking at the nature of challenges that growers and advisors have to solve.</p> <p>Our analysis of a case study suggests that the conventional private consultancy market in Germany is rather significant and increasing. And we figure that growers have to solve increasingly complex – economic and agronomic – issues, which seem to be very hard to solve through generic digital tools.</p>
October 11th	14:00	Australia: challenges in crop production (GRDC research) & GHG emission analysis <p><i>agri benchmark</i> partners from Australia present recent research, outcomes from the collaboration with the GRDC and status and outlook of GHG analysis.</p>
October 21st/22nd		Economics global sugar production <p><i>agri benchmark</i> partners from leading sugar beet and cane producing countries will present and discuss strategic issues related to crop production and sugar markets. Furthermore, recent developments in global sugar markets will be shared. A detailed program will be issues in due course.</p>
November 4th	14:00	Autonomous machinery in arable production <p>Experts present on trends in adaption of autonomous machinery in arable farming - sharing their insights on machinery types, potential customers, practical experience and expected developments.</p>
December 16th	16:00	Economics of crop rotations <ul style="list-style-type: none"> • Compare economic performance of individual crops per farm • Compare key cost components • Evolution of overall profitability of cropping systems