



# Agro Innovation Intelligence

## Identify and Understand Opportunities to Profit from Agricultural Innovation

Three grand challenges face a rapidly-growing world population: decreasing resource availability, increasing demand for nutritionally-sound, globally relevant diets, and the increasing fragility of the global distribution system. Supply disruptions lead to price spikes, and pressures on production like climate change, soil degradation, and water scarcity contribute to unstable yields year-over-year. Lux Research's Agro Innovation Intelligence covers technologies such as modified crops, precision agriculture, and advanced crop protection chemistries that promise the answers to these challenges. Companies looking to capitalize on agricultural opportunities must be able to:

- Stay on top of rapidly evolving technology
- Understand how competing technologies stack up
- Accurately match material properties and costs to target applications
- Navigate a crowded intellectual landscape
- Monitor innovations emerging around the globe
- Assess a wide variety of companies, both established and emerging

### Intelligence Access

For more information on how to access the Lux Agro Innovation Intelligence service, contact your Lux Research account manager, or call +1-888-589-7373 or +1-617-502-5300. Send email to [info@luxresearchinc.com](mailto:info@luxresearchinc.com). Visit us on the web at [www.luxresearchinc.com](http://www.luxresearchinc.com).

### Sample Agro Innovation Topics

#### Technologies

- Crop modification platforms and technologies
- Fertilizer optimization and application
- Pesticides and biopesticides
- Geospatial mapping and aerial imaging
- Sensors for soil moisture and chemistry
- No- and low-till farming approaches and tools
- Vertical farming, hydroponics, aeroponics, and aquaponics
- Microbial and microbe-derived soil enhancement and crop protection
- Alternative nutrition sources for livestock and aquaculture feed

#### Applications

- Increased water use efficiency
- Increased yield
- Enhanced yield stability
- Increased crop resistance to abiotic stressors like drought, heat, and salinity
- Reduced agriculture's carbon footprint
- Improved crop storage post-harvest
- Targeted fertilizer and pesticide use
- Increased agricultural efficiency
- Decreased irrigation
- Improved livestock and aquaculture feed conversion efficiency
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#### Companies

- Morfora
- CETStech
- PrecisionHawk
- AquaSpy
- Vestaron
- Aquaculture Innovations
- VIB
- PlantCare
- New Leaf Symbiotics
- ViVi
- Stoller Group
- Performance Plants

### Lux Research Difference

The Lux Agro Innovation Intelligence service is unique because it is:

#### Proprietary

Offers exclusive insights from primary interviews and site visits

#### Opinionated

Makes decisive calls about companies and technologies

#### Unbiased

Obtains objective/independent information and delivers impartial analysis

#### Confidential

Allows clients to secure information about innovators without revealing their identities

#### Cost-effective

Costs far less than expensive consultants or a resource-intensive internal team

# Agro Innovation Intelligence

## Research Membership Access

Lux Research members get on-demand access to Lux’s analysts, publications, and data across a set of emerging technology domains customized to their needs. Analysts with deep expertise in each domain provide ongoing market intelligence and technology scouting to help executives find new business opportunities and make better decisions.

## Membership Benefits

### Executive Sessions

Lux Research analysts regularly structure and deliver Executive Sessions – typically half-day to full-day onsite interactive meetings, which are a combination of Lux Research presentations and working sessions – that allow clients to tap more deeply into Lux data, methodologies, and insight.

### Member Site

Lux Research’s ongoing series of Company Profiles, Journals, and Market Reports provide a wealth of information. To access these publications and quickly find the information you need, clients can use Lux Research’s Member Site.

### Market Analysis

Lux Research analysts’ deep understanding of the underlying technologies makes them uniquely qualified to provide insightful market analysis of emerging technology areas. Drawing on extensive primary research for technical and market insight, Lux Research helps clients understand market opportunities through:

- Market Reports
- Analyst Insights
- Data Trackers

### Company Profiles

The core of Lux Research’s Intelligence services are our ongoing briefings – analysts select 50 to 125 leading innovators in each emerging technology field and publish primary-research-driven, opinionated, quantitative profiles of these players. These profiles are delivered to clients in email and available online through the Member Site.

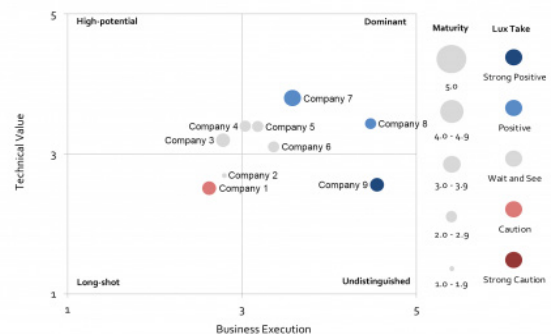
### Analyst Inquiries

In addition to accessing Lux Research’s written research in the form of Company Profiles, Journals, and Market Reports, clients can also contact Lux Research analysts, who will quickly answer custom questions based on their ongoing research into emerging technology areas.

### Visualization Tools

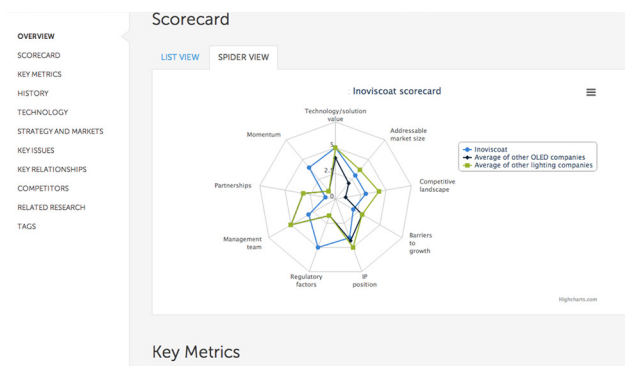
#### Lux Innovation Grids

Lux Research collects information and provides analysis on top innovators in emerging technology areas through company briefings. The Lux Innovation Grid uses data and insights from these profiles to compare companies.



#### Spider Charts

Lux Research uses spider charts to show a technology provider’s scorecard, rating the company on 10 critical success factors, and compares it to other companies in the market in which they participate and the broader area of companies in their technology space.



#### Global Offices

Americas EMEA Asia Pacific

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