

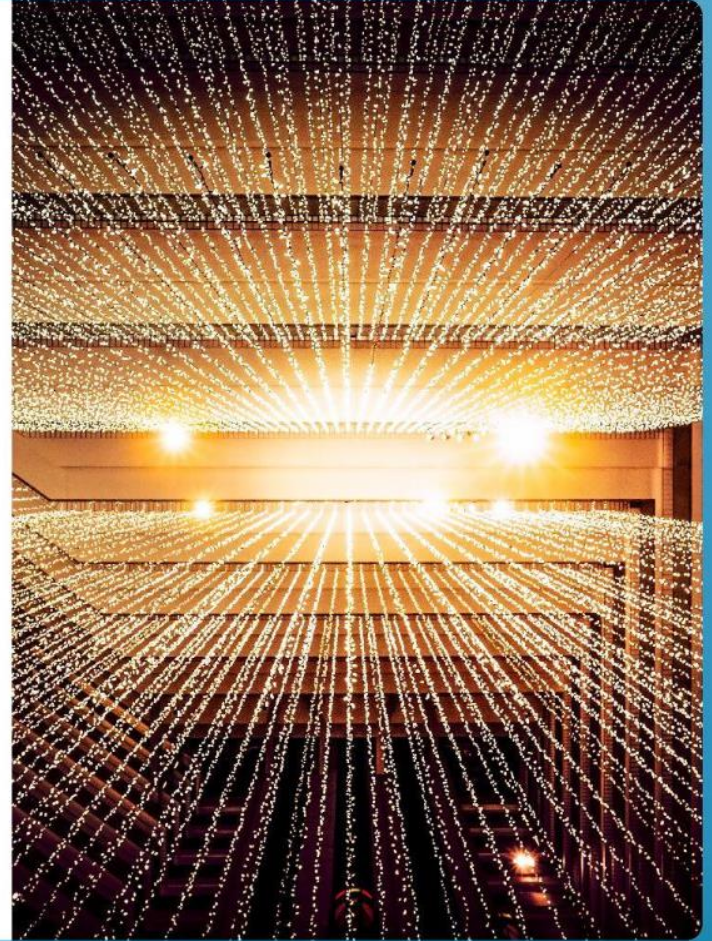


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Bits, bytes and bugs:

putting sensibility front and center
in the digitalisation of biocontrol
solutions in agriculture

Susan Nijsingh | October 2021





The buzzword: Digitalisation

Why is digitalisation in agriculture necessary?



The perception is that digitalisation could be...

Intimidating



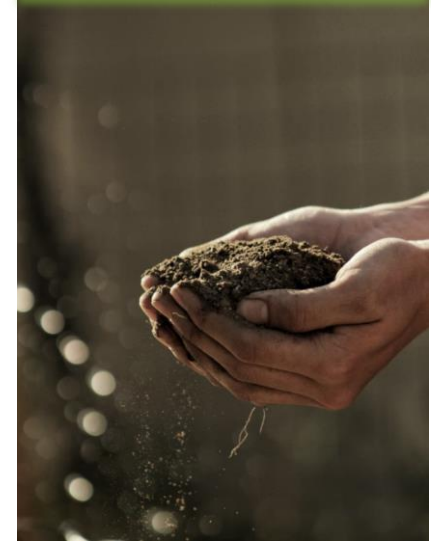
Time Consuming




Costly



Required



Our aim as service providers is to understand and provide what is needed in this transition





Risk Management

Agriculture =

- Making the best decision at the right time





Growers

- Masters of execution
- Pressured for time
- Uncertainty
- Need to make a living



Regulators

- Realistic goals
- Standardized reporting
- Minimize pains of compliance
- Enable AgTech Adoption



How to align these needs?

Regulators



Data Suppliers



Regulator's goal:

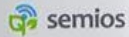
Successfully achieving policy reform for society at large

Grower's control:

How am I supposed to manage?

**Managing risk is all about
simplifying data**





We are Semios and

this is what we do

Semios OFM Eco
Aerosol
Keep out of reach of children, or animals, horses,
grazing livestock

FOR ORCHARD PRODUCTION

Net Wt. Active	11.0%
Net Wt. Inert	1.0%
Net Wt. Total	12.0%
Net Wt. Total	100.0%

KEEP OUT OF REACH OF CHILDREN
CAUTION

Net contents 10.8 oz. (307 g)

Semios® Technologies Inc.
101-827 Great Northern Way
Northborough, MA 01545
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Structured Consolidation of “Data Types”



Weather



Pest pressure



Water management



Plant stress



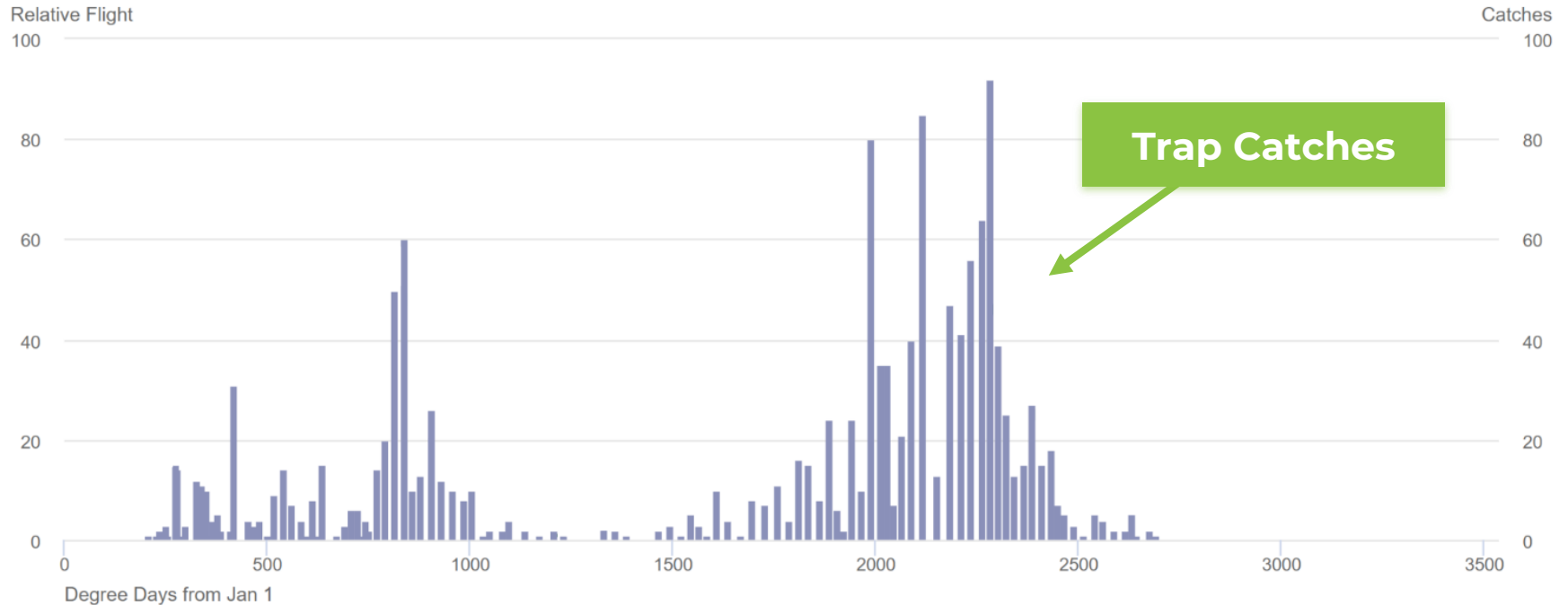
CAP targets

Example: trap catches





Managing risk = Simplifying the data



Predicted Relative Flight

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Management Window

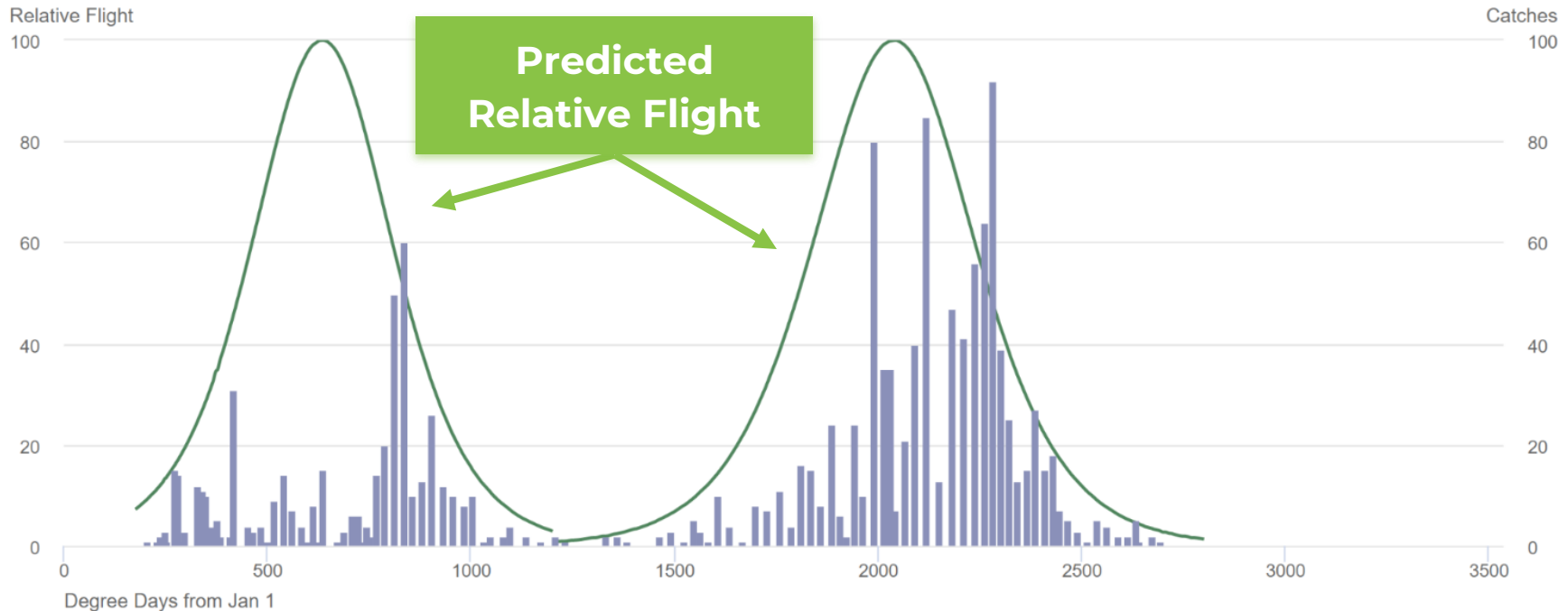
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Catches

Trap Catches



Simplify the data



Predicted Relative Flight

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Management Window

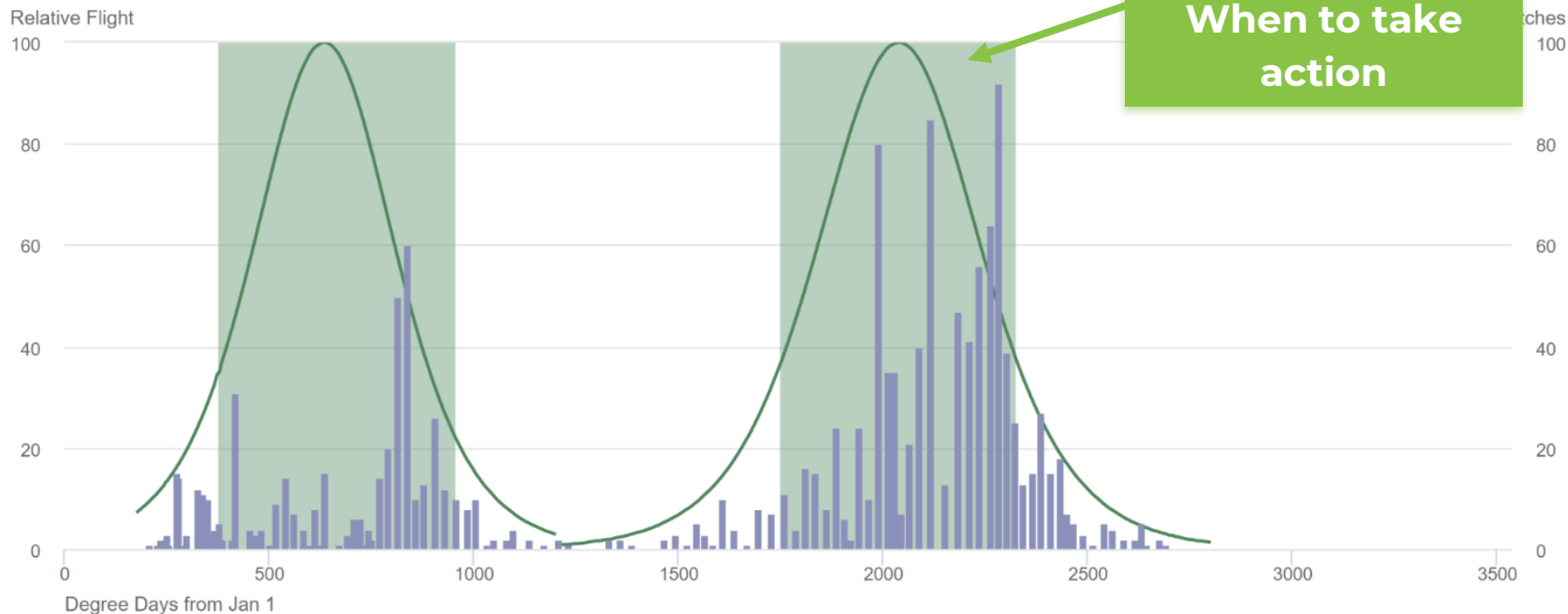
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Catches

Trap Catches

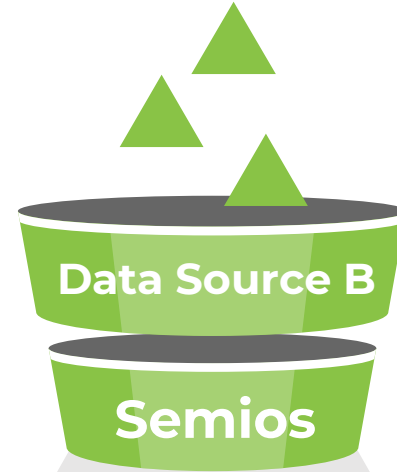
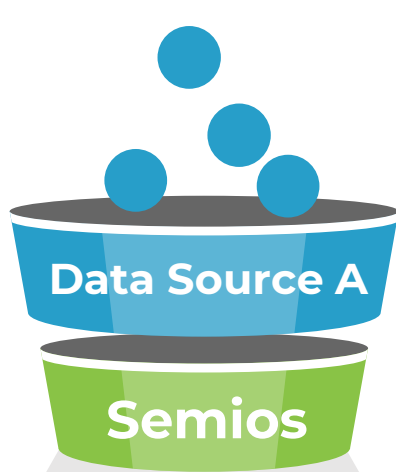


Simplify the data





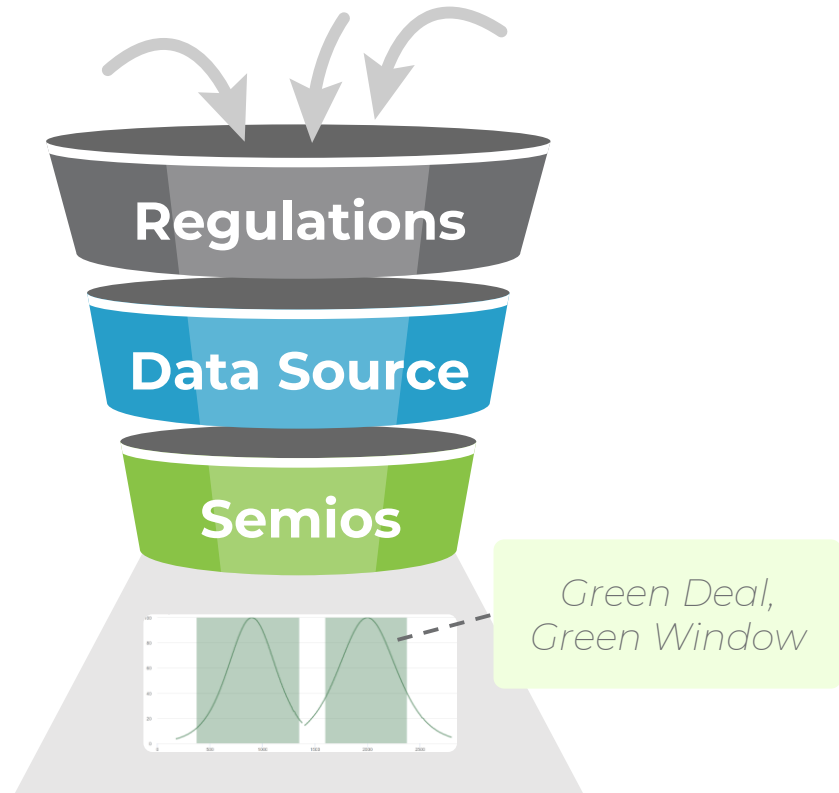
We translate the data to help the grower make the best decision at the right time





We help the grower interpret the best course of action for the best outcome

- Adjustments to regulations will need to be agile to address data
- Course correction needs to be addressed in a timely manner
- Create a scenario where we help create the best outcome for all interested parties.



Testimonials

"Semios offers a very important solution.

Forecast models driven by in-canopy data make sure you intervene at the right time to get the best result."

**Antonio Fiorin, Pest Management
Technical Consultant**

Il Noceto Co-operative, Italy



Testimonials



"Look at my treatments, I did them when I was supposed to do them according to the model awesome."

Lucio Panizollo

Tenuta La Spiga, Italy

Thank you!





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