



MAP OF AG

CONNECTING AGRICULTURE

OUR VISION IS TO BE THE MOST TRUSTED
GLOBAL DATA PLATFORM CONNECTING
FARMS AND INDUSTRY



Discover more at mapof.ag | info@mapof.ag

ABOUT US...

WHERE WE'RE HEADING

Our core focus is our *Pure Farming* data permissioning platform allowing farms and industry to find, access, interoperate, re-use and above all control how and where their data is used. The platform underpins an ecosystem of innovative data-driven solutions – proprietary and many more third-party – that drive productivity, efficiency, transparency and Net Zero.

HOW CAN WE HELP YOU?

DATA PLATFORM

Our industry leading *Pure Farming* platform connects farm and agrifood sector data using a highly secure permissioning and data management engine that puts the data originator in complete control of their data.

WHY IT MATTERS

By 2050 there will be nearly 10 billion of us needing to be fed. But that food can no longer come at the expense of the planet. Our belief is that data is one of the keys to unlocking sustainable food production.

Our vision – to be the most trusted global data platform connecting farms and industry – is focused on making reliable, trusted and permissioned data available today for a better tomorrow.

DATA PRODUCTS

The data platform provides the foundation for our own proprietary data products as well as those belonging to third parties. These are used by farmers and the agrifood sector to measure, monitor and manage their businesses.

DATA SERVICES

Our expert teams provide a range of services including bespoke software development & consultancy, data science, on-farm advice, precision farming, and agrifood market research.



OUR EXPERTISE...



CONNECTING & PERMISSIONING DATA

Whether it be the carbon footprint of a beef farm, the product quality of wheat, the water usage of fresh produce, or the provenance of a pint of beer, our systems have been built to connect data across the supply chain to provide transparency and support organisations and food producers in their management decisions.



AGRIFOOD ANALYTICS

We have a range of flexible solutions giving our customers the power of information at their fingertips including cutting-edge predictive tools using permissioned supply chain data, innovative algorithms and machine learning.

These help to meet the industry's needs for forecasting, monitoring and scenario planning across multi-sector agrifood supply chains.



INTELLIGENCE & MARKET RESEARCH

We pride ourselves on understanding your business before applying the right methodology to answer your business challenge.

We work on projects ranging from setting the strategy for a business for the next 25 years through to measuring brand health or market entry studies, or building CSI Analytics to monitor customer satisfaction in real-time.



PRECISION AGRICULTURE

Our on-the-farm team provides geospatial soil sampling, yield and grass growth tracking, telematics and other map-based decision support for farmers and those they supply, driven by our MiFarm mapping and AgPortal products.



SUSTAINABILITY

Enhanced data integration can improve the evidence needed to baseline activities and make positive steps towards sustainable production systems.

Agricultural businesses can improve their understanding of the current position on farm, and using a data-led approach, adapt to evolving circumstances to enhance profitability and environmental performance.



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CONTACT US

Working with clients across the world, Map of Ag has offices in the UK and New Zealand. We'd love to hear from you. If you wish to get in touch please contact us using the details below or email info@mapof.ag

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