

AGRICULTURE'S ABILITY TO FEED THE WORLD IS REACHING IT'S LIMIT

75M

MORE PEOPLE
A YEAR

Production is not keeping up
Food prices are climbing
Food security under threat

2.5B

FARMERS IN
THE WORLD

Increasing focus on food output
>10% of GDP spending in
emerging markets

300,000 OUTLETS CAN HELP PROVIDE SOIL TESTING SERVICES *(India as an example)*

100,000

TELE-CENTERS

150,000

AGRO COOPERATIVE SOCIETIES (PACS)

20,000

E-AGRO EXTENSION CENTERS

30,000

TRADERS

Seeds/fertilizers/buyers