



## Transforming Agriculture: AgFutura's Journey in Digitalization of Small and Medium Farms



### Name of the Organisations Involved

- AgFutura Technologies (AGFT), North Macedonia

### Challenges Identified

Established in 2016, AgFutura Technologies is guided by a clear vision of a modern agricultural economy tailored to the specific conditions of the agricultural sector in Macedonia and the surrounding region. The company's foundation was driven by the goal of transforming the outdated agricultural practices dominant in North Macedonia, recognizing the necessity for contemporary methods. This realization underscored the urgent need for modernization, leading to the formation of AgFutura Technologies.

### Goals and Solution

Over the course of a seven-year journey marked by expansion and innovation, AgFutura has emerged as a pioneering force in the country. The company is uniquely positioned to offer expert advisory services that connect agricultural expertise with digital innovation, thereby revolutionizing the approach to farming in the region.

In the world of agriculture, AgFutura Technologies presents a leading organization that offers consulting services and digital agriculture equipment across four pivotal domains. Within the realm of Digital Agriculture, their expertise unfolds through remote sensing and advisory services, encompassing a wide array of crops. Using digital technologies, they revolutionize decision-making processes for seamless farm management. The narrative extends into Agri-business development, where AgFutura's services span from conceptualization to implementation. Here, a thorough exploration of economic and technological factors forms the foundation for crafting personalized strategic frameworks and implementation plans, complemented by tailored training programs to foster optimal proficiency.

Meanwhile, in the sphere of Project development, AgFutura takes on the role of a Business Support Organization (BSO), extending specialized services for both national and international agricultural projects. Simultaneously, the journey unfolds at the Centre for Digital Agriculture, where a comprehensive curriculum, comprising standard and specialized courses, address the educational and training needs in agronomy, agricultural economics, and digital technologies. Each program is adjusted to meet the specific requirements of a diverse clientele, marking AgFutura Technologies as a transformative force in the dynamic landscape of agricultural innovation.

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Pictures source: Ag Futura web-site, Link: <https://agfutura.com/>

## Actions Taken

Through the Centre for Digital Agriculture, Ag Futura launched a comprehensive outreach program aimed at educating farmers, agricultural experts, and stakeholders on the advantages of integrating digital technologies into daily agricultural practices. With their diverse and extensive project portfolio, they actively collaborate with local agricultural communities, public bodies, and universities. This collaborative effort involves hosting a range of workshops and conferences, alongside providing hands-on demonstrations to highlight the transformative potential of their technology.

Simultaneously, Ag Futura extends its reach on the global stage by forming strategic partnerships with international funding bodies. This proactive approach serves to secure essential support for the widespread implementation of digital agriculture practices, emphasizing the organization's commitment to advancing technology and innovation in the agricultural landscape.

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## Benefits and Impact

AgFutura stands as a pioneer, introducing comprehensive monitoring and consultancy services in agriculture through digital and precise technologies. Their innovative programs offer numerous benefits, including increased yield, reduced seed usage, and optimized resource consumption. These solutions contribute to crop homogenization, enhance plant health, and improve resilience to stress. They also play a crucial role in sustainability, accurately determining damage from diseases or pests, optimizing fertilizer application, and minimizing environmental impact. AgFutura's story is one of efficiency, resilience, and sustainability, aiming for maximum yield and crop quality while reducing harvest losses and environmental damage.

## Contact Information

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### Application Area

☒ Soil ☒ Plants ☒ Terrain ☒ Water ☒ Plants

### Digital Technology in the Value-Chain

☒ Agricultural Inputs and Services ☒ Agronomic Services ☒ Precision agriculture

### Digital Technologies

☒ Robotic and Automation, Precision Agriculture Services

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