

# Microsoft IoT Expo 2016

## Empowering farmers through digital transformation

Tambero.com

Eddie Rodriguez von der Becke





Empowering farmers through digital transformation



Feeding a world population of +9 billion people in 2050 would **require raising overall food production by 60 percent.**



The next billion internet users  
**will be farmers.**

46% of global population  
live in rural areas.

70% of world population using  
smartphones by 2020.

+800.000.000

people live or work with dairy animals.

(12% of global population!)

Tambero.com is a platform that helps farmers to increase their milk & beef production using best practices, science and data analytics.



**Honduras**  
1 ltr milk/day



**India**  
2.4 ltrs milk/day



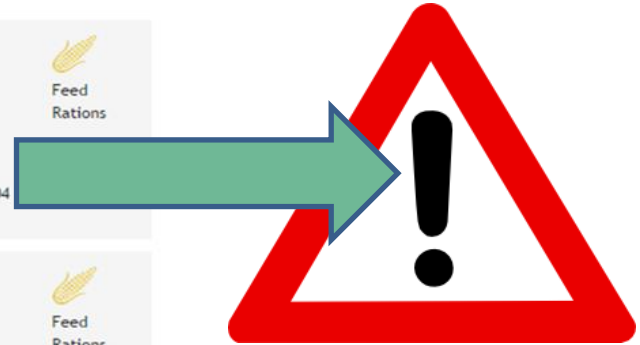
**US**  
24 ltrs milk/day



**Top Farms**  
50 ltrs milk/day

# How it works?

Tambero.com generates over 30 different visual alerts to help farmers to take better decisions.





# Tambero.com maximizes dairy production.

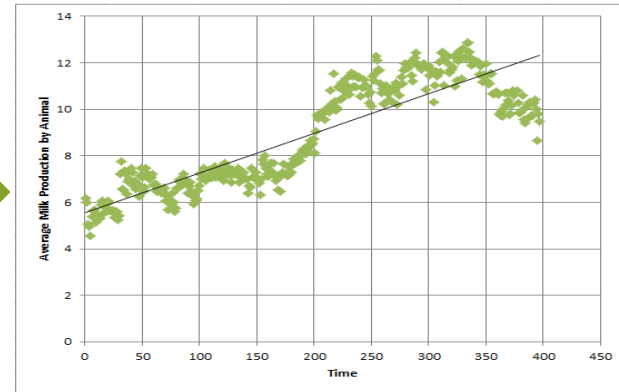
Animals increased their milk production with each lactation cycle.



Regular dairy cattle



Dairy management through Tambero.com

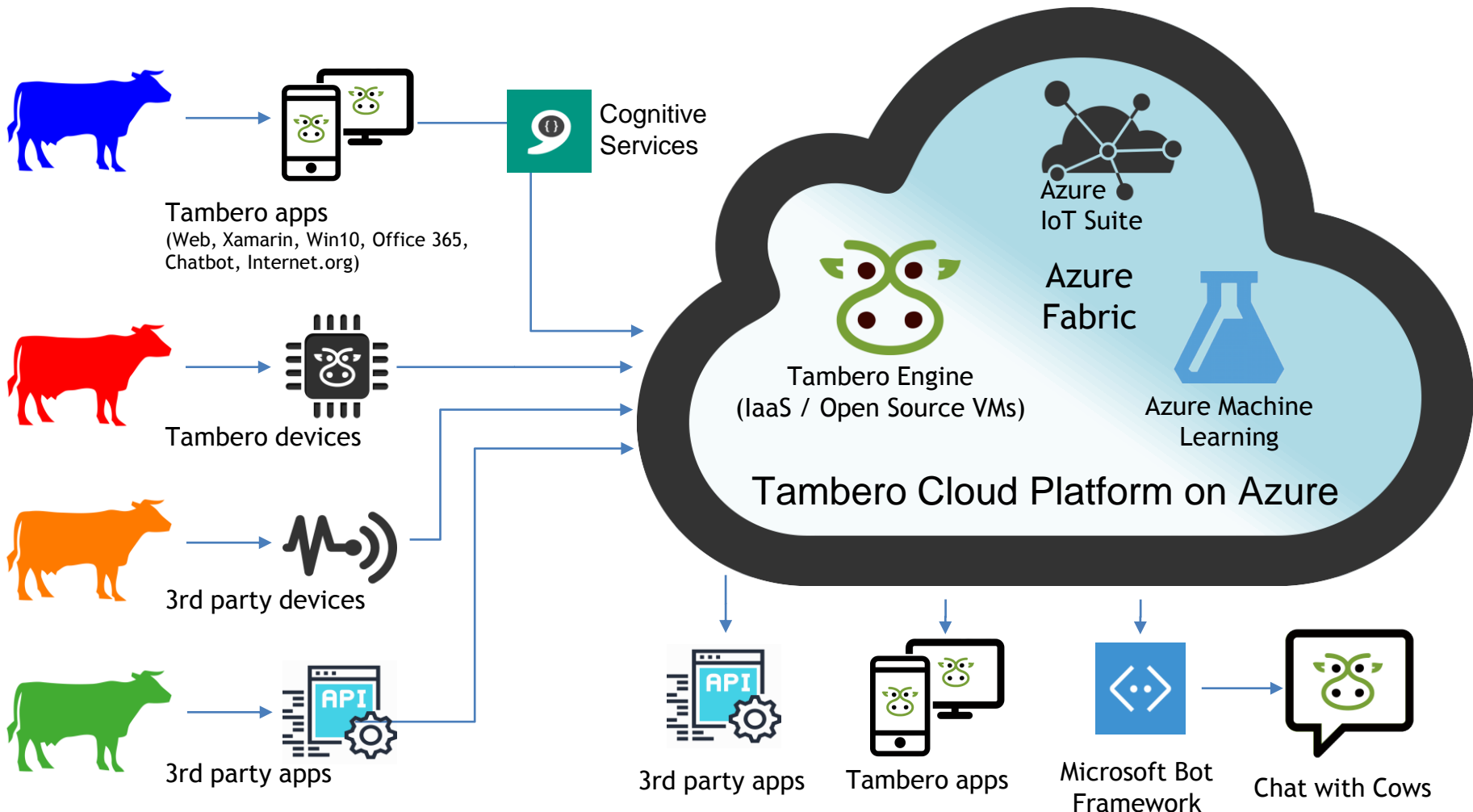


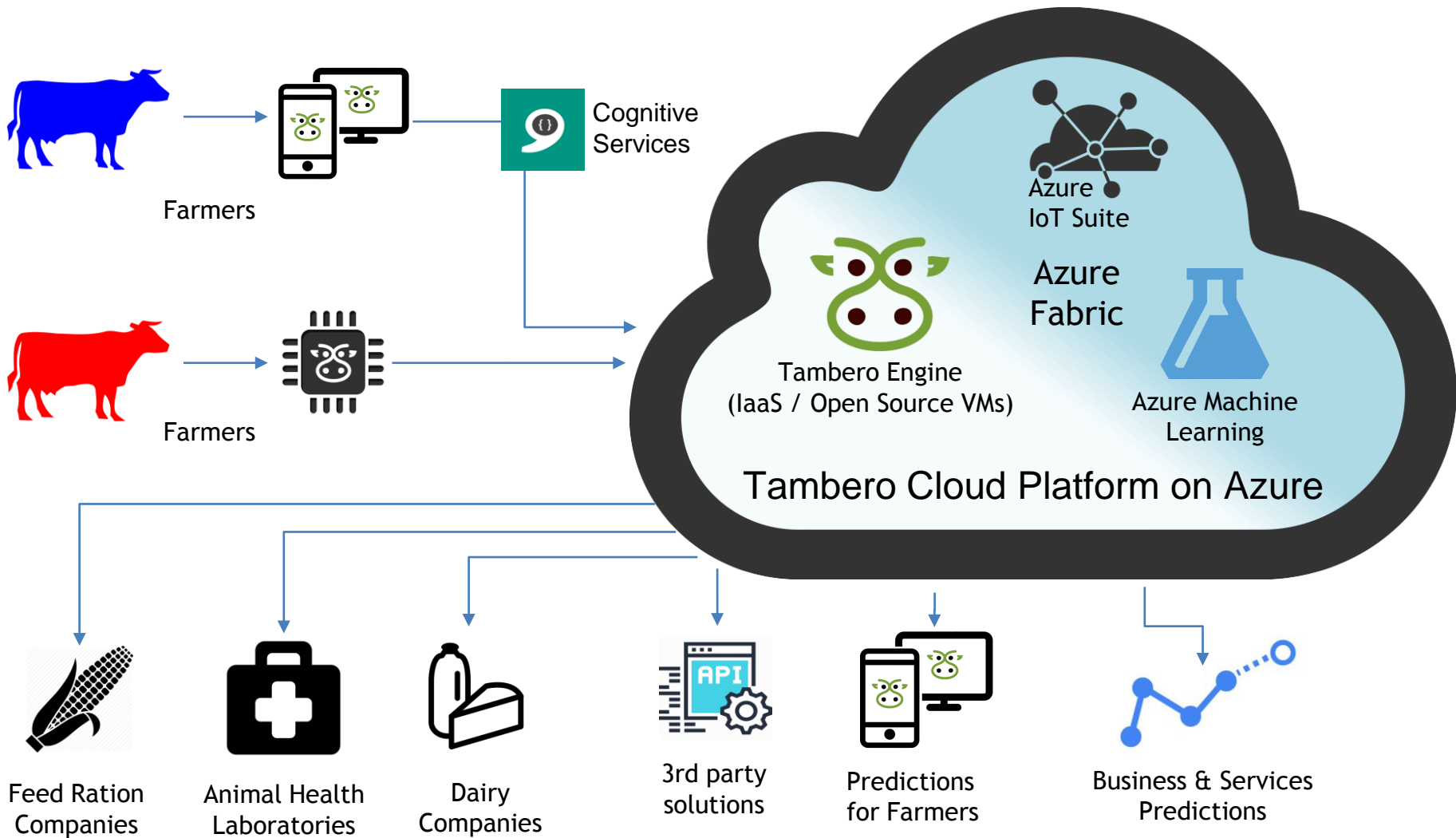
Up to 200% more milk

# Chat with your animals



We team with Microsoft to develop a new technology based on Artificial Intelligence allowing farmers to chat with their animals, to simplify their interactions with technology.





+100.000 farms in 200 countries

Global partnership

Weekly Growth



75 million IoT devices  
for farming by 2020.



## Farming in 2020:

Farmers will take better decisions every day based on real information with unexpensive IoT devices.

Technology will anticipate to bad scenarios offering proactive solutions to farmers.

For the first time in history, isolated farmers around the world will access to modern techniques and best practices.



# Farming in 2020



Mobile devices



Unexpensive  
IoT devices



Machine  
Learning





The next billion internet users  
**will be farmers.**

We are the global  
platform for them.



[eddie@tambero.com](mailto:eddie@tambero.com)