

EMRC



AGRIBUSINESS FORUM, 14-17 JUNE 2009, CAPE TOWN, SOUTH AFRICA  
**CONFERENCE REPORT**



## DAY 4 – WEDNESDAY, 17 JUNE 2009

### PARALLEL WORKSHOPS

Day four consisted of four workshops.

#### **Workshop One: Global imaging and mobile telephony to improve productivity**

This workshop was led by **Walter Mayer**, CEO of Progis Software in Austria and focused on how communications technologies could be used to help agribusinesses overcome pitfalls in the production process.

The workshop included presentations by both Mayer and **Bernhard Pacher**, Strategic Development Director at ADCON Telemetry in Austria.

First to address the workshop was Pacher who challenged the audience with his topic on how to reduce inputs while increasing outputs.

Established in Austria in 1992, Adcon is the leading supplier of wireless telemetry solutions and develops and manufactures low-power wireless sensor networks for Agriculture, Water Management, Hydrographics and Meteorology. Their main focus has centred on agricultural data collection and processing, disease modeling and irrigation control.

Adcon's solutions have led to very significant savings and increases in yield for farmers in countries as diverse as Mexico, Romania, Australia, Germany, Egypt and Austria. These solutions hold much promise for Africa.

One of the key solutions that Pacher suggested to the workshop was Precision Farming, a technique which could resolve many of the issues surrounding the use of agrochemicals and irrigation in Africa. It is based on two main products:

- Weather stations equipped with a rain gauge, wind speed meters, solar radiation sensors and temperature and humidity sensors
- Moisture stations for improved irrigation control

Together, these products constitute invaluable tools for farmers. The data collected help farmers increase their yields and reduce their costs.