

From: Fergal O'Sullivan [FERGALO@ie.ibm.com]
Sent: 09 January 2015 10:36
To: 2025strategy
Subject: ?Submission on national agri-food strategy to 2025?.

Dear Sir, Madam,

Thank you for the opportunity to contribute ideas for the new 2025 Agri-food strategy.

We would welcome the opportunity to engage and collaborate further leveraging our R&D facilities in IBM Campus Dublin with particular focus in the areas of Sustainability/Climate Change and Competitiveness & Innovation as outlined in the 2025 Strategy Public Consultation Questionnaire.

Ideas include:

- Precision agriculture - innovation at the producer level to increase national yields on the the crop side
- Weather forecasting - improve yields, grassland management
- Predictive analytics - potential in the big data area on herds - a lot of info capture at Ag level
- Predictive analytics - supply chain and commodity price volatility
- Food and Beverage and Pharma Clusters - safeguarding our innovation in the food ingredients value chain and making the most of this convergence trend - Ireland is a Leader in both Pharma Manufacturing and Food Ingredient Manufacturing

We would like to propose an introductory meeting with the committee to demonstrate how IBM could bring resources to bear in exploring the above items.

We look forward to hearing from you in due course.

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