

Business 02

AgriTech Efforts for the Next Growth Business

A person's hands are shown holding a black smartphone, with the screen facing the viewer. The person is standing in a field of lush green crops, likely a vegetable garden or farm. The background is a soft-focus landscape of rolling hills under a bright, hazy sky, suggesting a sunset or sunrise. The overall scene conveys a sense of modern agriculture and technology in use.

Achieving Sustainable Agriculture with AI Farming

Market environment

Solution

Food supply-demand problem caused by population increase

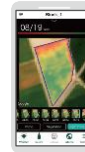
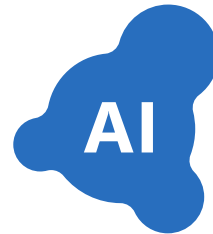
Aging and shrinking farming population

Responding to surging fertilizer prices and reduction of environmental impact

AgriTech market in 2027 [5.16T yen]
Annual growth rate: 12-13%

営農支援サービス

CropScope



Crop simulation



Agricultural digital twin

Increasing production volume per unit area

Achieving the same level of farming as expert farmers using AI

Portugal demonstration experiment in 2020:
Nitrogen fertilizer reduced by 20%
(Compared to general farmers' average)

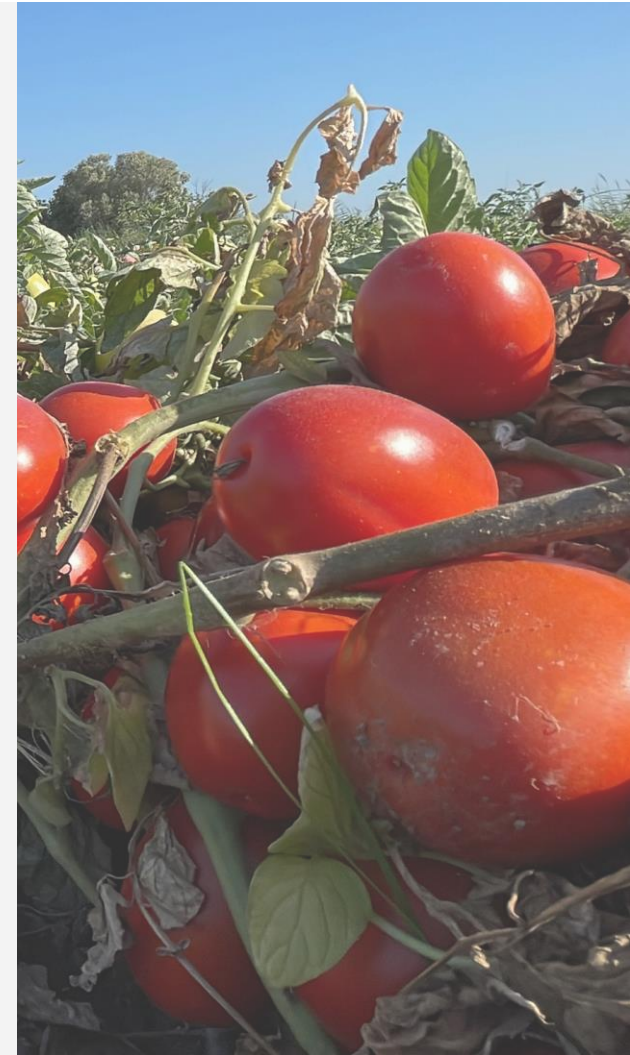
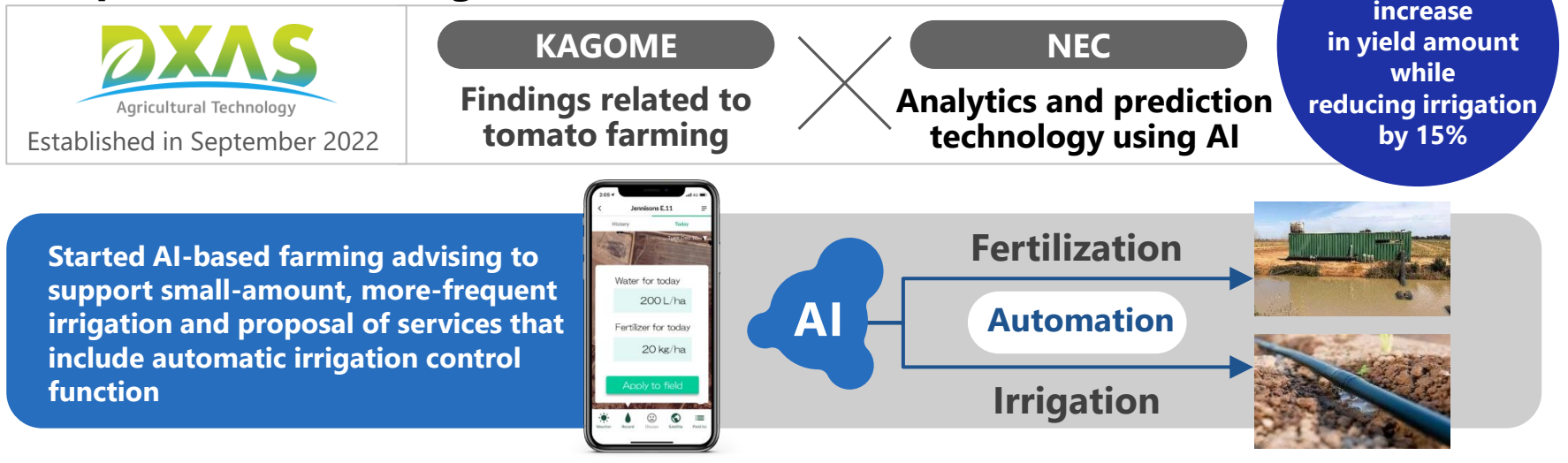
Portugal demonstration experiment in 2022:
Yield amount increased by 20% while reducing irrigation by 15%

NEC aims to create business that generates a consolidated sales of 5 billion yen in this market in 2025

Established a joint venture with KAGOME Co., Ltd.

Actively deployed AI farming support worldwide for tomatoes for processing

- Started offering services to the world after demonstration experiment in Portugal



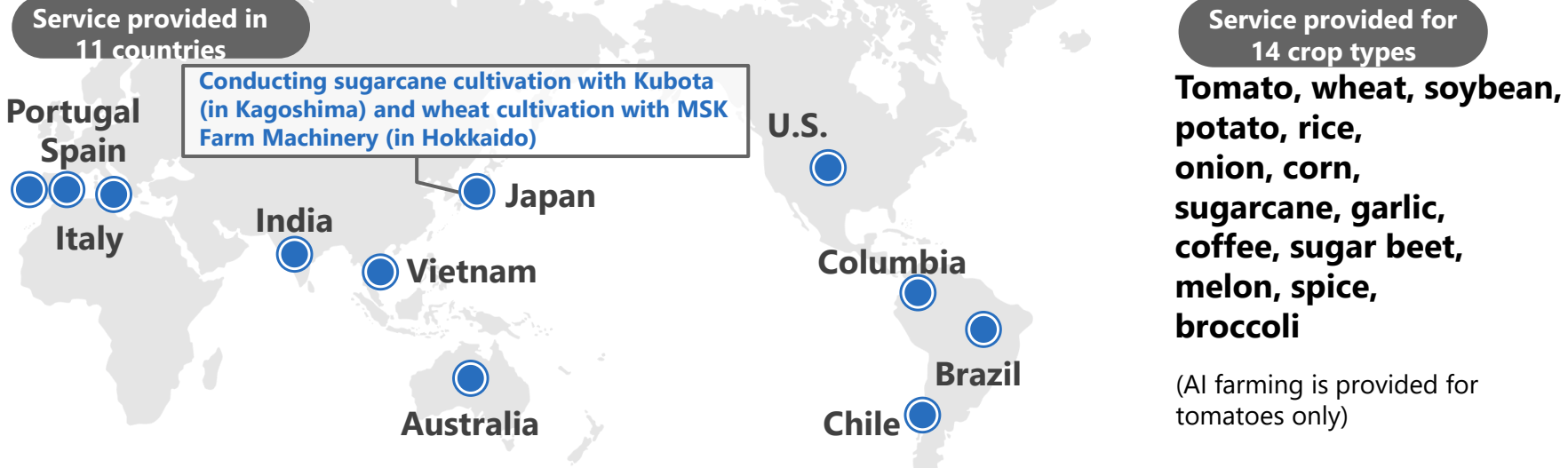
Future prospect

Aiming for further farming efficiency in addition to automation of irrigation and fertilization as part of farming support

Other target crops of CropScope

Applying the know-how from tomato cultivation to other crops Services provided in 11 countries for 14 different crops

■ Expanding services worldwide in collaboration with various companies and research institutes



Future prospect

AI farming saves agricultural water, which accounts for about 70% of water consumed around the world.

-> Possibility of contributing to global environmental issue