



NATIONAL COALITION FOR FOOD AND AGRICULTURAL RESEARCH

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DIGITAL AGRICULTURE

Technology Innovation in Complex Production Environments

Washington, DC—June 8, 2017, for Immediate Release – Opportunities with Digital Agriculture will be the subject of NCFAR’s seminar on Monday, June 12, at noon in 1300 Longworth House Office Building, and again at 2 in 328A Russell Senate Office Building. The presenter is Dr. Harold van Es, Professor at Cornell University and the 2016 President of the Soil Science Society of America.

“Digital agriculture offers opportunities through the ubiquitous availability of highly interconnected and data-intensive technologies as part of the Fourth Industrial Revolution,” says Dr. van Es. “The deployment of data analytics, smart machines, and system optimization can significantly improve the profitability and sustainability of agriculture, which currently faces many complex challenges.”

“This presentation provides an excellent example of the value of federally funded food and agricultural research, extension, and education in producing the scientific outcomes and outreach needed to meet 21st century challenges and opportunities,” says Andy LaVigne, President of the National Coalition for Food and Agricultural Research (National C-FAR).

Highlights: Agriculture and the worldwide food system are challenged to feed a global population of almost 10 billion people by 2050 with diminishing land and water resources. Agriculture is complex and involves interacting physical, biological, and chemical processes, which need to be considered in a wide diversity of practices, production environments, and socio-economic conditions on farms. Digital agriculture offers new opportunities to address these complexities through the ubiquitous availability of highly interconnected and data-intensive computational technologies as part of the so-called [Fourth Industrial Revolution](#). It reflects a shift from generalized management of farm resources towards highly optimized, individualized, real-time, hyper-connected and data-driven management, thereby allowing higher production efficiencies and sustainability in farming. bit.ly/NYSDigitalAgReport

The seminar is open to the public and the media.

The **National Coalition for Food and Agricultural Research (National C-FAR)** is a nonprofit, nonpartisan, consensus-based, and *customer-led* coalition that brings food, agriculture, nutrition, conservation, and natural resource stakeholders together with the food and agriculture research and Extension community, serving as a forum and a unified voice in support of sustaining and increasing public investment at the national level in food and agricultural research, Extension, and education. National C-FAR’s Hill Seminar Series, now in its tenth year, regularly presents leading-edge researchers working to provide answers to pressing issues confronting the public and Congress. The Hill Seminar Series helps demonstrate the value of public investment in food and agricultural research—investment that returns 45 percent per year on average, and \$20 in economic benefit from every \$1 investment in food and ag research.

Go to http://www.ncfar.org/Hill_Seminar_Series.asp for more information about the seminar series and past topics. Interviews with National C-FAR President Andy LaVigne are available by request. For additional information, go to www.ncfar.org; or contact Tom Van Arsdall, Executive Director, at tom@vanarsdall.com or (703) 509-4746.