



Big Tech's encroachment on food and farming



The new agribusiness

Harvesting farmers' data and selling them chemicals

E-finance and digital money

Hooking farmers in with loans and online payment systems

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2.

CLIMATE **FIELDVIEW**

Bayer's Fieldview app gives you advice on what seeds to plant and when.

XARVIO
FIELD MANAGER

BASF's Xarvio app offers to predict pests and diseases and gives advice when to spray (or to do it for you, if needed).

IRIX
YARA

Yara's Yara Irix app transforms your phone into a nitrogen analyser and let's them tell you how much of their fertiliser to use.

MICROSOFT

Microsoft's Farmbeats works with AGRA in Africa to collect info about every step in the farming process, predicts the weather, and tells farmers which inputs to buy.

Agribusiness, big tech and the platform corporations receive, control and process farm and consumer data and sell them on for a profit.



Digi Farm
BY SAFARICOM

Vodafone's Digifarm offers farmers in Kenya and elsewhere insurance and loans, and it's partnership with Syngenta serves as a platform to promote their agrochemicals.

ALIPAY

Alibaba's online payment platform, offers to do financial transactions by phone to a hundred million farmers in China who have no bank account.

E-commerce

Getting consumers to buy more and influencing their decisions

The new middlemen

Directly buying from farmers by cutting out the small vendors

Alibaba.com **amazon**

Alibaba and Amazon use Artificial Intelligence to predict and influence shopping behaviour and increase their sales.

Walmart **Flipkart**

Walmart/Flipkart together with Amazon now control almost 2/3 of India's digital retail sector using unfair business practices to lure in customers.

Twiga

Twiga Foods, with the help of Microsoft's cloud and financing from Goldman Sachs, takes over the distribution of foods produced by African farmers from local actors.