

Subject: Training Needs in the Agriculture Sector

Who The market reveals the following training profiles:

- Young people studying to train in the agriculture market
- Adult farmers aspiring to become entrepreneurs
- Adult newcomers to the agriculture market aspiring to become Agricultural Entrepreneurs

How Young people: during their course of study and subsequently to specialize Adults: Search the internet for information, discover the existence of soilless cultivation, and seek information. They choose a company to guide them. They have their own capital and seek subsidized financing. They look for someone to help them plan a facility and need to be trained The necessary training includes:

- Personal Improvement (defining goals, achieving goals, tracking progress, defining personal values, defining company values, defining actions and timelines, defining and monitoring goals and sub-goals, achieving improvement or change)
- Marketing (buyer persona, target market, customer research, offer creation)
- Finance (management control, understanding a balance sheet, cost calculation, margin calculation, inventory)
- Agriculture (plant phenology, import-export, market numbers, pathologies, nutrients, irrigation, hybrid seeds, ancient seeds)
- Technology (soilless cultivation techniques and soilless cultivation ecosystems, RAS ecosystem management, understanding digital technologies)
- Sales (customer research, negotiation and contract negotiation with customers, customer lifecycle)
- Logistics (fresh chain, shelf life)
- Aquaponics (RAS Facility Management, Facility Analysis, substrates, active biological surfaces, engineering of recirculating aquaculture systems)

When Adults: When they sign a contract and commission the company to design their revenue-generating soilless cultivation ecosystem

Where Nationally and internationally to decentralize the operations of those offering turnkey services and systems

Why 67% of agricultural companies own less than 5 hectares of usable arable land while 11% of agricultural companies own more than 20 hectares and represent 64% of usable arable land. The number of agricultural companies with less than 5 hectares is made up of direct farmers and their families. We must be able to train parents and educate children

who, with generational change, see the world changing and their parents' practices becoming obsolete.

Advantages:

- 90% water saving
- Low carbon footprint cultivation
- Elimination of chemical treatments, pesticides, agrochemicals, mineral or synthetic nutrients.
- Space saving increases the efficiency of operators who avoid bending and work standing or sitting.
- Elimination of the use of fossil sources.
- Increase in basic nutritional elements of plants such as polyphenols, vitamins, essential oils, dry matter, pulp, etc.
- We propose and develop an easy-to-use organic agricultural production ecosystem for farmers through modern 4.0 technologies, digitally interconnected and managed by Artificial Intelligence that listens to and interprets the electrochemical signals of plants through machine learning.

Market:

- 1.9 billion dollars in 2028
- 2021-2028 CAGR of 1280%
- Source: <https://brandessenceresearch.com/agriculture/aquaponics-market-industry-analysis>

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