

# Feeding 10 billion people in 2050

## Debunking the digital myths in agriculture

Farmers will be facing the challenge of feeding 9.7 billion people in 2050. Besides that, topics such as climate change, market volatility, digitization, cyber security, data integrity and sociopolitical developments add to the complexity. As a response to these challenges in the agribusiness, A digital revolution is necessary. The differences in approach between traditional agricultural players and IT companies have led to some misconceptions. Together with professionals in the agriculture and digital space, we've debunked ten myths about agriculture.



— 10 myths —



### Myth 1

**Digital agriculture is digital farming**

Truth: Digital farming is just the first step in a long and complex digital food chain in the making.

### Myth 2

**Food and agriculture are hard sciences**

Truth: Food and agriculture sciences are not hard sciences and obey much more than logic.

### Myth 3

**Food is a global game controlled by multinational companies**

Truth: Food is an extremely fragmented business.

### Myth 4

**The retailers are killing the farmers**

Truth: Not the retailers, but the Western consumers have profited at the expense of farmers.

### Myth 5

**Farmers are not ready for digital**

Truth: Farmers expect to gain time, reduce work nuisance and improve their margins by going digital.

**9.7** billion is the amount of people on earth in 2050 according to Moore's Law.

**76%** is the expected increase of global meat consumption between 2007 and 2050.

**40%** of the entire global workforce is active in food production and agriculture.

### Myth 6

**Technology is the bottleneck**

Truth: Most of the necessary technologies needed to feed the billions are already available, being developed, or have their building blocks in place.

### Myth 7

**Analytics and Big Data are safe bets**

Truth: Data-enabled agriculture as scalability might be hard to achieve.

### Myth 8

**Farmers are ready to share data with the value chain stakeholders**

Truth: As a result of decades of harsh treatment by their clients and suppliers, trust between farmers and corporations is non-existent.

### Myth 9

**Start-ups are the new overlords**

Truth: Start-ups should partner up with larger players to deliver real validation.

### Myth 10

**Farmers will pay to share their data**

Truth: Farmers will only invest in technology that shares their data, if convinced they benefit.

of the greenhouse gas emissions comes from food production and agriculture.

**30%**

of the food producers in Asia and Sub-Saharan Africa are smallholders.

**80%**

of French farmers are willing to continue to invest in technology.

**65%**

By combining the capability of ICT with the potential of agriculture we want to create sustainable business models. Curious about the steps you can take for a meaningful and successful digital agriculture transformation? Jacko Obels, Industry Lead Agriculture at Capgemini, can help you with your journey: [jacko.obels@capgemini.com](mailto:jacko.obels@capgemini.com)