

CONNECTED AGRICULTURE

Trusted Identity from Product to Field



10%–25%

of the **\$67B+** global crop-protection market is estimated to be illegal.

Sources: OECD, New Digital Technologies to Tackle Trade in Illegal Pesticides; Fortune Business Insights; MarketsandMarkets

MARKET SHIFT

**Agriculture is becoming digital.
The product itself cannot remain disconnected.**

Agricultural inputs move through complex networks of manufacturers, distributors, dealers, retailers and growers. Yet as regulation, stewardship and digital agriculture expand, the physical product often remains disconnected from the digital systems surrounding the farm and field.

THE IDENTITY GAP

Trust breaks when product identity stops at the package.

A persistent trusted identity keeps critical product information and intelligence connected to the physical product wherever it moves.

IS IT GENUINE?	IS IT AUTHORIZED HERE?	HOW SHOULD IT BE USED?	WHERE DID IT GO?
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THE ENTERPRISE OPPORTUNITY

PROTECT Authenticate products and expose counterfeit, substitution and diversion.	COMPLY Resolve market-specific regulatory, product and approved-use information.	TRACE Create visibility across product, geography, channel and lifecycle.	CONNECT Link trusted physical products into downstream agricultural and enterprise systems.
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One trusted identity connects the product to the enterprise, the channel, the grower and ultimately the field.

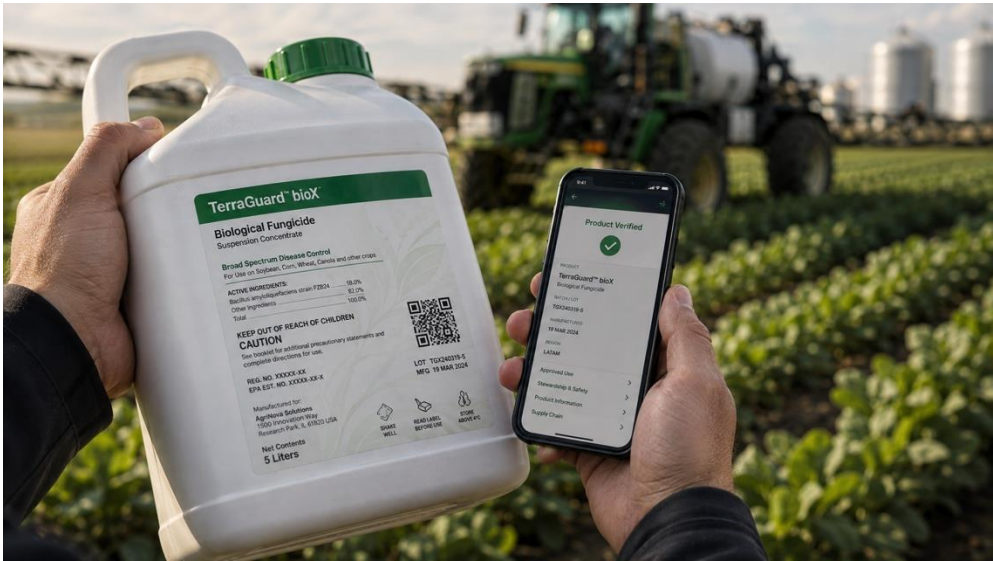
THE PRODUCT BECOMES THE TRUSTED DIGITAL BRIDGE

One persistent identity connects the physical agricultural input to authentication, stewardship, intelligence and the digital farm.

65%

of farmers globally use digital tools.

Source: Kynetec 2024 Famer Voice Survey



HOW IT WORKS

One trusted identity turns every product interaction into the right action and better intelligence.

IDENTIFY



Give every product a unique, persistent and trusted digital identity.

RESOLVE



Recognize the product, market, batch and interaction context.

ACT



Deliver the appropriate authentication, regulatory, stewardship or product experience.

LEARN

Turn interactions into intelligence about product movement, channel activity and market behavior.

FROM PRODUCT TO FIELD

MANUFACTURER → PACKAGE → DISTRIBUTOR → RETAILER → GROWER → FIELD / APPLICATION → ENTERPRISE SYSTEM

ENTERPRISE OUTCOMES

AUTHENTICATION

Verify genuine product and trusted product identity.

STEWARDSHIP

Deliver approved-use, safety and regulatory information.

INTELLIGENCE

Reveal geography, repeated scans, diversion and suspicious activity.

INTEGRATION

Connect trusted product interactions with enterprise and digital-agriculture environments.

The farm is becoming digital. The agricultural input should be connected too.