



MAP OF AG

Map of Ag and the National Farm Research Unit (NFRU)

The agricultural industry is the single most important industry in the world – worth an estimated £1.9 trillion, it not only employs an estimated 19% of the global workforce (providing around 1.3 billion jobs)¹ but it sustains the entire world population.

It affects all aspects of human consumption, from the clothes we wear, the food we eat to the products we use.

However, by 2050 it is estimated that we will need to be producing 70% more food to sustain our growing global population²

Agriculture affects the environment on every level and with the demand for a more sustainable approach to the way we farm and the impact on the planet, the industry has never been more in focus.

Despite this, technological advances have not had the same impact on agriculture as in other sectors. Map of Ag's mission is to challenge that.



1 Source: FAO, World Bank, American Economic Association

2 Source: World Resources Institute, 2013

Who is Map of Ag?

As highly sophisticated and connected technologies are introduced across all farming enterprises, the amount of information measured and analysed on farms is growing exponentially. Map of Ag's aim is to distil this growing mountain of data into useful insight which can be harnessed to improve practices, increase efficiencies and drive changes at farm level.

Farm data has an economic value to the farmer which can be capitalised with help from cutting edge data science. By interpreting the data and using this insight and understanding, businesses within the food supply chain - from farmer to retailer - can make sound decisions based on accurate, real time information and will ultimately enable better more sustainable farming.

“ Our purpose is to connect up our industry so that we all have better information, better communication and better farms as a result. ”

Forbes Elworthy, Founder

Our approach is built on expertise and integrity which contributes to the long-established farming culture of shared information and best practice.

Informing farmers & the industry

Alongside this work, our research arm, the **National Farm Research Unit (NFRU)** conducts research studies which enables us to gather information and build a detailed picture on farming issues and trends. This unique insight is shared with farmers and the wider industry and provides an unparalleled view of agriculture today.

We have conversed with tens of thousands of farmers for over 20 years about topics that matter. We listen, analyse and share the results with both farmers and the industry.

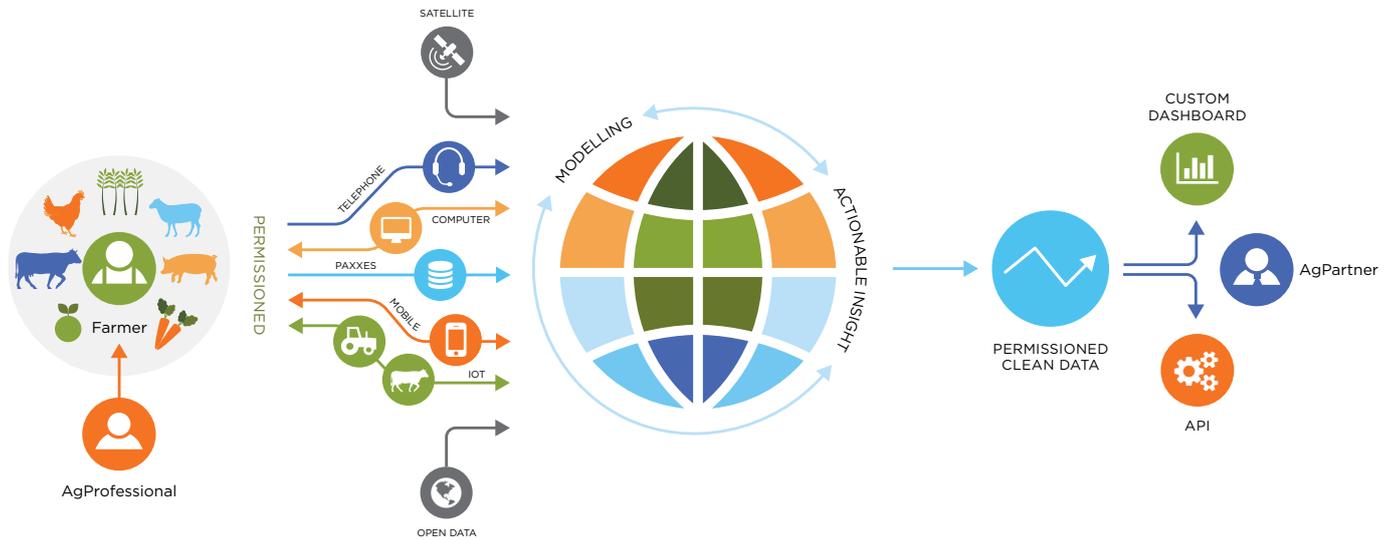
NFRU provides market insight on over 74,000 farms, with more than 4 million observations going back to harvest 1994 with up to 150 layers of insight against each farm. Our comprehensive research, data analysis and insight can improve your performance and build more effective relationships through better informed decisions.

Our expertise

We pride ourselves on the fact that many of our staff are either farmers, have worked in agriculture or grew up on or around farms. They care passionately about agriculture and the farming community.

Through our detailed data analysis and by prioritising animal health, welfare and production efficiencies, we help drive improvements that deliver a sustainable, profitable business model.

We provide services on a global basis from offices in the UK, Argentina and New Zealand.



Your data is safe with us

We place the utmost importance on the security and privacy of data. Farmers have complete authority over every aspect of the data they permission to their defined audiences. These acts of sharing are controlled in a secure, professional environment.

“ Technology in agriculture is changing at a rapid rate which often leaves our farm data very fragmented and nothing tends to talk to each other. Map of Ag helps to solve this problem by bringing together all our farm data into one place. It gives me access to live data in the farm office and on the go, which allows me to make better decisions. ”

Andy Venables, Farmer

Our support for Farmers

By participating in our on-going farmer studies, you have an opportunity to gain valuable BASIS points. We support key agricultural charities such as, Royal Agricultural Benevolent Institution (R.A.B.I), their sister organisation in Scotland (RSABI) and Embrace Farm in Eire. In addition, we also support initiatives with other relevant charities such as Forage Aid.

For every completed participation in our ongoing farmer telephone study we will donate 40p to our chosen agricultural charities.

To find out more about our charity support or to participate in one of our events please contact us at nfru@mapof.ag or visit mapof.ag.