

WHAT WE NEED FROM AGRICULTURAL ENGINEERS IN FARMING & AGRONOMY



WHO ARE WE





We are independent agronomists, co-founders, and directors of Grounded Advice, dedicated to providing hands-on agronomy. We work closely with farmers and collaborate with other agricultural businesses to address and improve current and future challenges.

Our focus is on finding solutions that deliver immediate benefits and those that will yield success

over time.



GROUNDED 13.00 12.50 12.00 11.50 11.00 345.0 10.50 330.0 10.00 315.0 9.50 300.0 9.00 285.0 8.50 270.0 8.00 255.0 7.50 240.0 7.00 225.0 t/ha 6.50 210.0 195.0 6.00 180.0 5.50 165.0 150.0 FISONS 135.0 120.0 105.0 3.00 90.0 2.50 75.0 2.00 60.0 1.50 45.0 1.00 30.0 0.50 15.0 0.00 0.0 1960 1965 1975 1980 1985 1990 1995 1996 1997 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2013 2013 2015 2016 2017 2018 2019 Year —Yield (t/ha) —Wheat Net Margin (£/ha) —Wheat - £/t —£/t (2024) —Machinery £/ha

GROUNDED





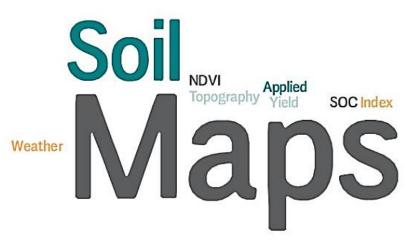
LOTS OF DATA



- 1. Static Snapshoot
- 2. Dynamic streaming
- 3. Unstructured data Can't be Coded



DATA DRIVES OUR MANAGEMENT



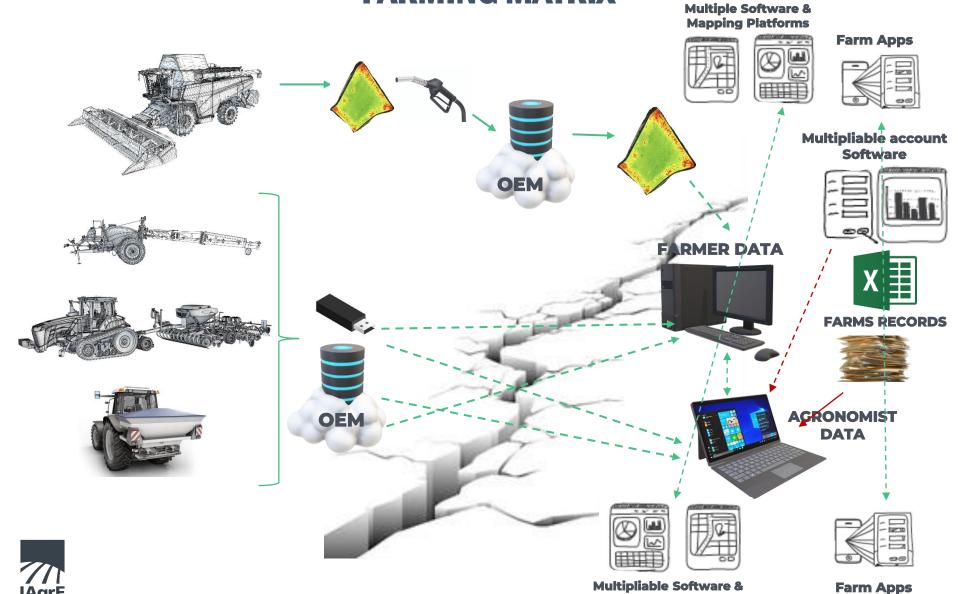






REALITY - COMPLEX FARMING MATRIX

GROUNDED



. Mapping Platforms







GROUNDED

IDEAS FOR AGRONOMY

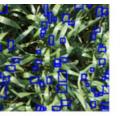




If Apple Glass truly makes all the functionality of the iPhone easier to use and offers more valuable features, then we believe Apple will be successful in transitioning society out of smartphones and into the new "glass" era.



Apple Glass Frames Concept



Leaf: green Spike: green



Leaf: green Spike: yellow



Leaf: green/yellow Spike: yellow



Leaf: yellow Spike: yellow



BMW Motorrad ConnectedRide Smartglasses BMW Motorrad













WHATS NEEDED FROM AGRICULTURAL ENGINEERS

The combination of your technical expertise, balance between increasing productivity with environmental concerns, biotechnology and genetic engineering.

- Cost effective tools, accessible to all farms.
- Small Portable, everyday equipment
- Automation
 - Light wight
 - Cost effective
 - Easy to maintain on farm
 - Cross platform compatibility

More attention with less people & Produce better with less relicense on inputs





Kieran Walsh

Mobile: 07811 912759

E-mail: Kieran@groundedagvice.co.uk



@gaff1wiz



@gaffwalsh

THANK YOU