



HOW NEW TECHNOLOGIES  
ARE TRANSFORMING  
**AGRIBUSINESS**  
IN LATIN AMERICA AND THE CARIBBEAN



Digital economy



Agribusiness

## CONTEXT: TOWARDS PRIMARY SECTOR TRANSFORMATION

The region’s agricultural industry evolution is critical due to its economic importance and growth potential. Latin America and the Caribbean stands out for its agricultural production, and the industry represents a significant part of regional GDP.

New technologies come to overcome the challenges faced by the industry by accelerating productivity and improving operational efficiency through the implementation of digital solutions throughout the value chain.

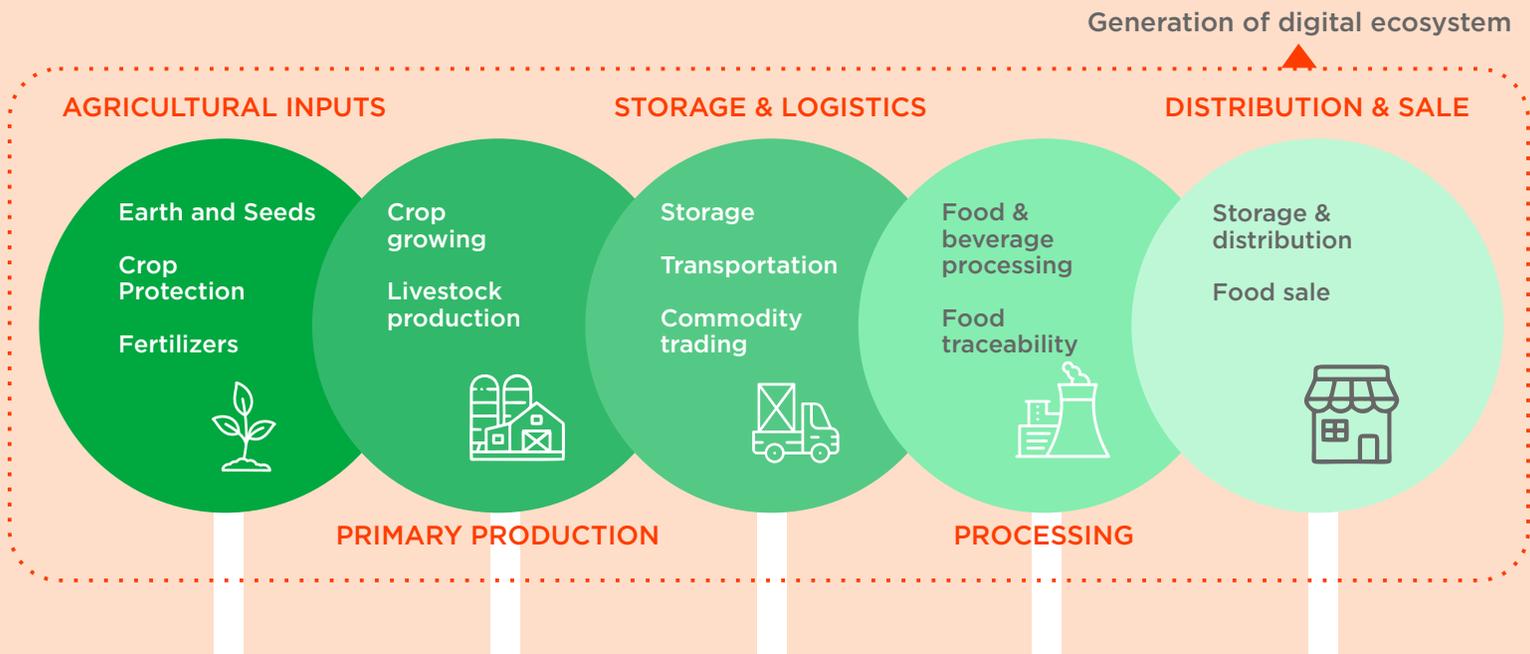
The financial sector and multilateral entities play a crucial role in the digital development of the agricultural industry through the granting of loans and credit facilities. To achieve sustained growth, governments are expected to implement regulations that facilitate investment and foster a sustainable digital transformation, with a special focus on small and medium-sized companies in rural areas.

**“IDB Invest funds sustainable, competitive, and innovative business models through investments that increase renewable energy consumption and improve water use while promoting fair workplaces that value inclusion and diversity.”**



The industry's digital evolution has led to Agriculture 4.0, referring to the implementation of new technologies for the digitalization of agricultural processes...

### Digitalization of Value Chain in Agribusiness



... enabling connectivity throughout the entire value chain and reducing information asymmetries

### CASE STUDIES



Blockchain to ensure food traceability throughout the entire chain

## INDUSTRY TRENDS

The primary sector is transforming, driven by a digital acceleration process of companies seeking to remain competitive. Among the main trends are:



### AGRICULTURE 4.0



The industry has sought to reinvent itself through solutions that help them be more efficient, increase productivity, and reduce environmental impact. As a result, companies are leveraging technologies to be able to respond to challenges.

### ON-DEMAND SOPHISTICATION

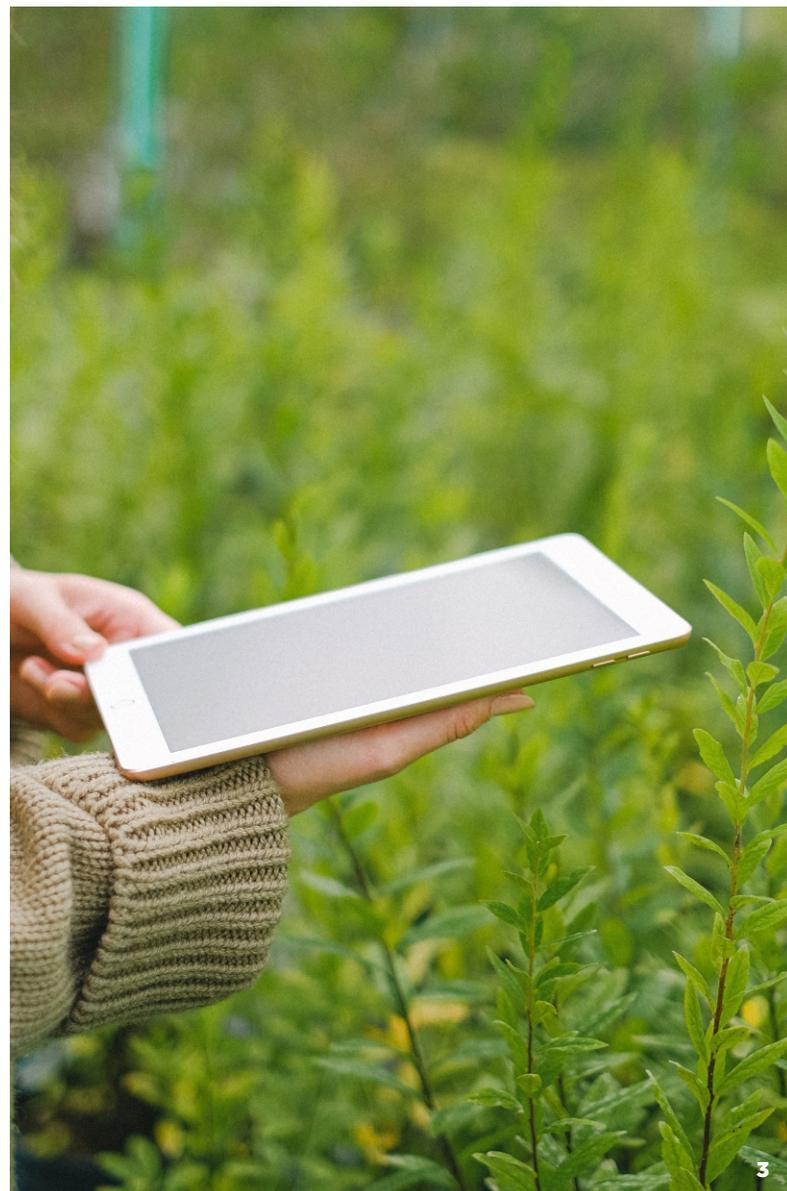


For organizations, it is no longer enough to offer products at a low price, but to go one step further: to offer quality, value, and safe products for health.

### MEASURING ENVIRONMENTAL IMPACT



Emerging technologies have great potential in the industry to contribute to the environment with a positive impact. Some companies in the industry are making efforts to implement ESG modules integrated into their management systems in order to follow up and measure the impact of their activities on the environment through indicators.



## NEW BUSINESS MODELS

In recent years, the agricultural industry has witnessed the emergence of a new wave of technological innovation, which has taken the name AgTech (technology applied to the agricultural sector), encouraging the emergence of new business models.

## E-COMMERCE PLATFORMS

Enabled by the increase in mobile penetration, the growth of e-commerce, and the arrival of digital payments, the e-commerce platforms of the agricultural industry were born to sell and buy agricultural products digitally.



*"Smart commerce for agribusiness"*

**+2,000**  
agri-food products

**+50,000**  
App Store downloads

## FARMING AS A SERVICE (FAAS)

Offers digital solutions or services for companies in the agricultural industry through a subscription or pay-as-you-go model.



*"Farmer Business Network puts the farmer in control of the business."*

**+55,000**  
farmers

**4**  
countries

## AGRICULTURAL BIOTECHNOLOGY

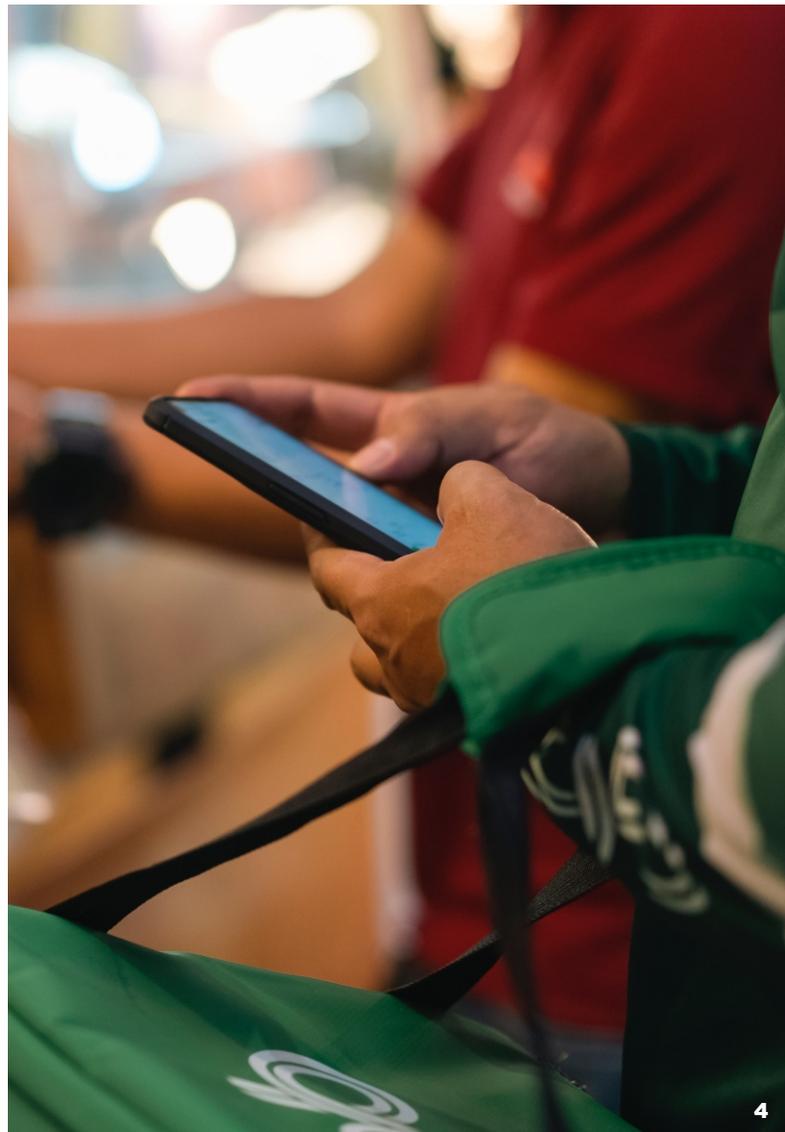
In addition, it will be possible to produce foods with greater nutritional value (better fed populations) and with a reduced impact on nature by minimizing the need to use chemicals.



*"Sustainability begins in the field"*

**GLOBAL CHALLENGE WINNER**  
of Santander X "Food for the Future"

**+100**  
patents worldwide



## SUCCESS CASE: PRODUCE PAY

IDB Invest has made an investment of up to USD 8 million in Produce Pay, which will use the funds from the new round of capital to optimize its operational capacity and virtual platform in order to further expand its operations in Latin America.



ProducePay is a startup that develops, manages, and operates its own agricultural financial technology platform that provides fruit and vegetable producers with financing, a place in the market, and market intelligence.

**USD 6.7  
million**  
Investment

**2021**  
Approval  
Date



Regional

**“We give farmers  
unprecedented market  
access, financial solutions,  
and the trade protection  
they need.”**

**+130k**

marketplace  
transactions

**+10k**

Producers and  
distributors use  
analytical services

**+700**

Marketplace-integrated  
business partners



If you want to know more about how technologies are impacting agribusiness, click the link to see the details of the report.

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