

An abstract graphic on the left side of the slide, composed of numerous thin, white, overlapping lines that form a complex, flowing, and somewhat organic shape, resembling a stylized plant or a network structure.

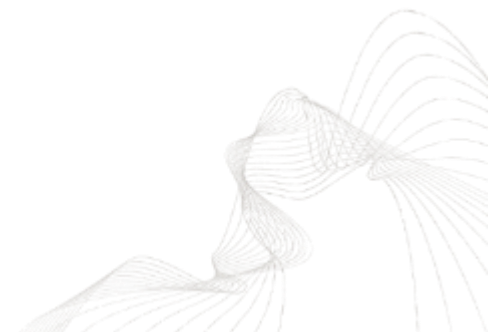
# Innovative business models for agriculture

Claudia Mittermayr  
December 3rd 2020

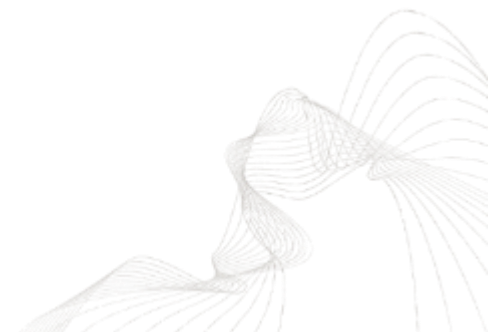
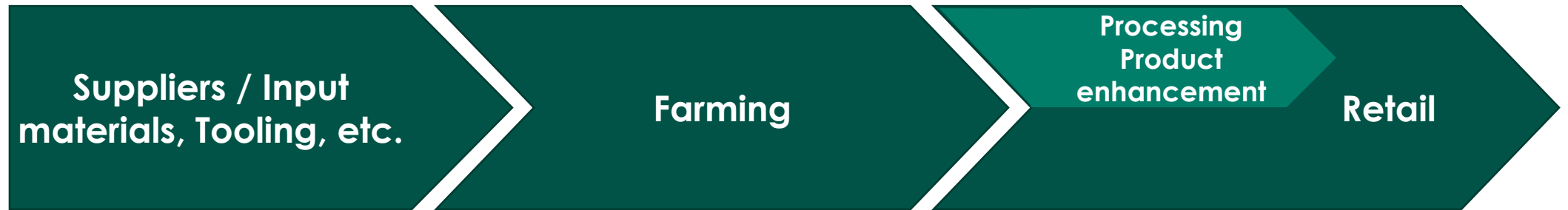
# AIL Mission Statement



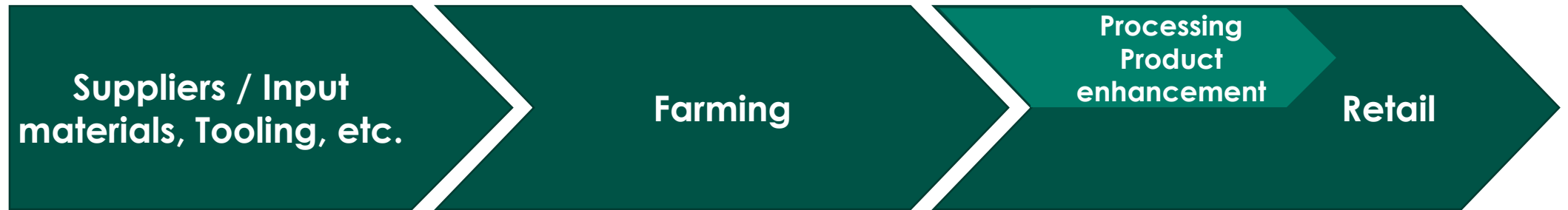
Our focus is the future of agriculture. We are scouting for business models of tomorrow, testing and adapting the most promising solutions together with the business units of RWA and preparing a market launch in the core markets of Lagerhaus and RWA.



# Disruptive, innovative business models along the value chain



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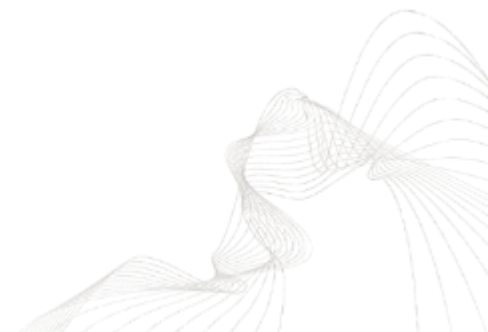


## Traditional

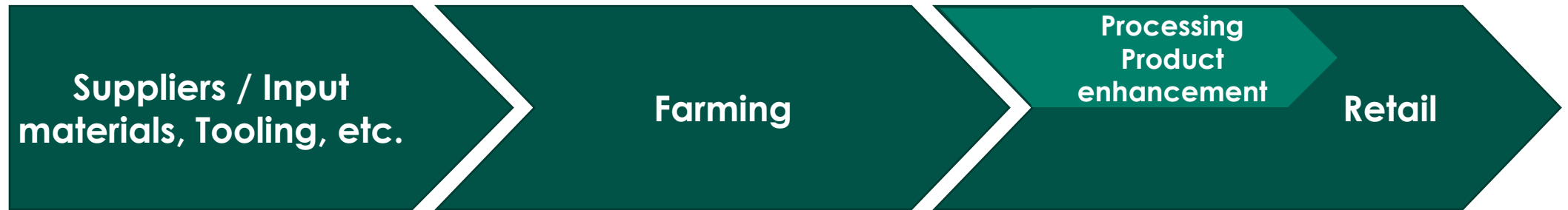
- In-store sales
- Sales via email or phone

- Purchase model
- Delivery contracts

- In-store sales



# Disruptive, innovative business models along the value chain



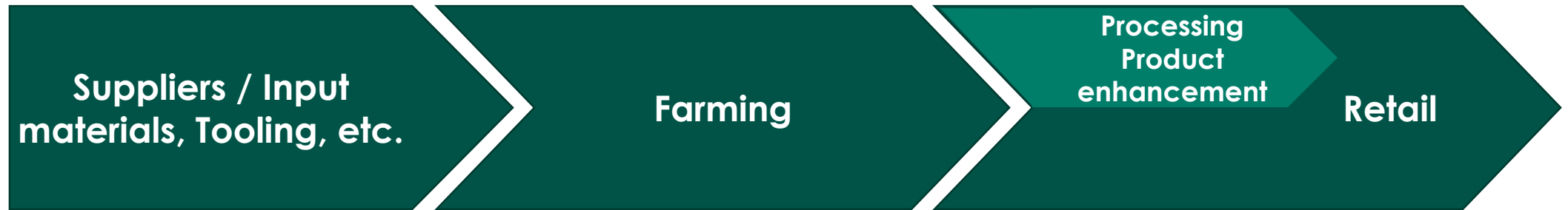
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## Innovative

- Trading platforms
- E-commerce platforms
- Data management: FMIS, Weather data, etc.
- Pay per use – renting models
- Farming as a service
- Direct sales
- Environmental performance sales
- Focus on niche segments
- E-commerce platforms
- Urban Farming for retailers
- Circular economy

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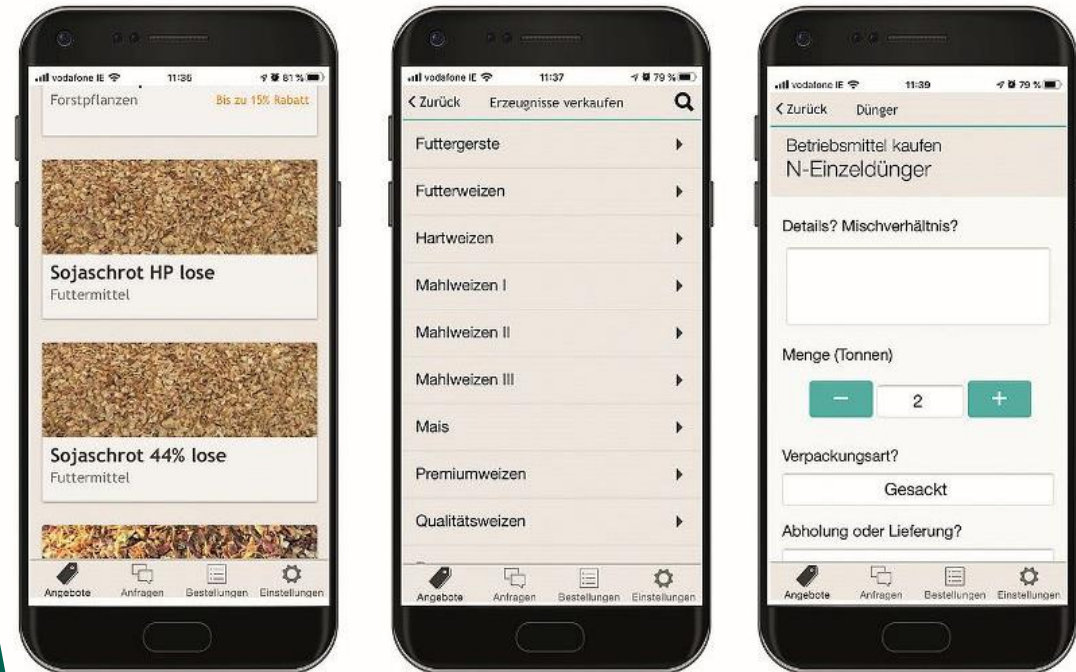
# „FarmHedge“ makes the purchase process for farmers easier and quicker

## Trading platforms

### Digital Agri-Trading platform via Mobile-App

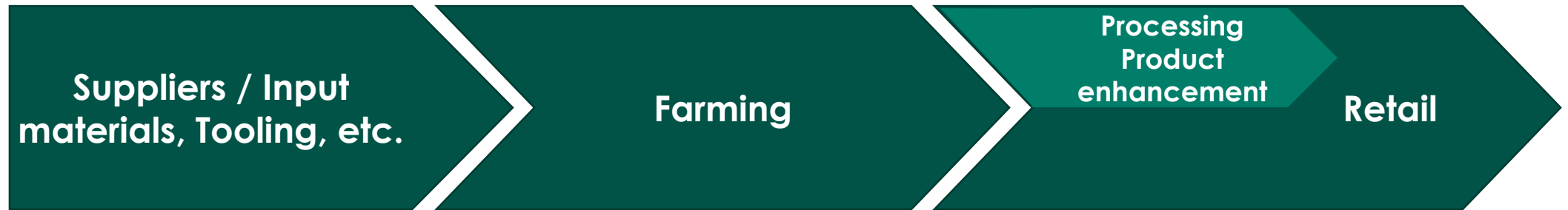
- Purchasing of input materials and reselling of agricultural commodities
- Customized offers are seasonal & regional
- Currently more than 3.100 registered clients
- 2020: > 3 Mio. € revenue

Most common agricultural trading platform in Austria used by RWA & Warehouses



**FARMHedge**  
THE WEATHER CO-OP

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# „Rentflex“ – power by the hour, using the most modern machinery

## Pay per use – renting models

Traktoren



Teleskop- und Knicklader



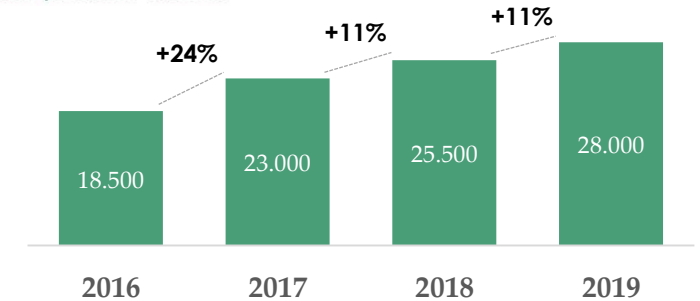
Bodenbearbeitung



Rundballpressen



rentflex   
landtechnik flexibel mieten



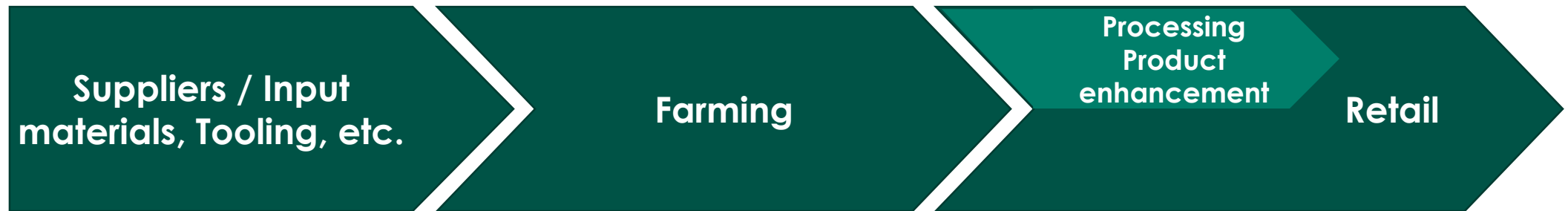
**Renting model “Rentflex” makes curious about the usage of new tractors**

- Covering workload peaks for farms
- Rental park increased over the last years (~ 70 new machines per year)
- Forecast 2020: 30.000 hours sold

**9 Rentflex renting stations**



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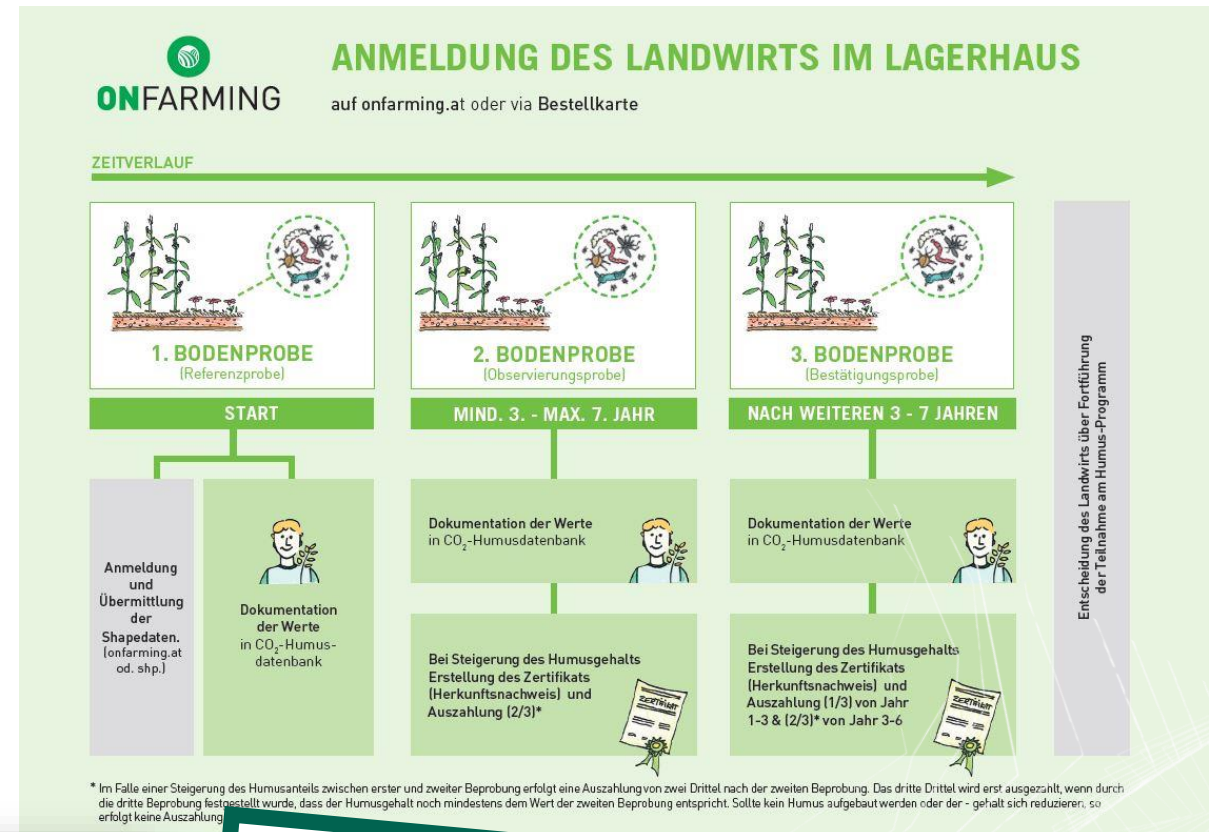
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# „Future Earth“ – benefit from sustainable measures

## Environmental performance sales

### Carbon sequestration with benefits :

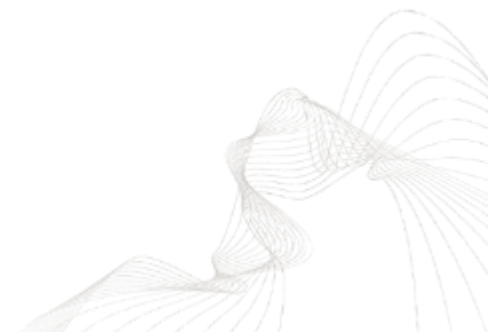
- High impact on climate goals
- Additional income from Carbon-Certificates
- Better soil fertility, water storage capacity & nutrient availability
- Precision soil sampling with special vehicles
- Long-term program



Increasing the soil  
humus content and  
benefit in many ways

# Conclusions

- Currently traditional business models are still pre-dominant
- High growth and future potential in innovative and disruptive approaches driven by market needs and technology
- RWA actively driving this progress across the value chain
- Examples discussed:
  - “**FarmHedge**” - Trading platform
  - “**Rentflex**” - Pay per use – renting model
  - “**Future Earth**” - Environmental performance sales





# Grow with us!

Agro Innovation Lab

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