

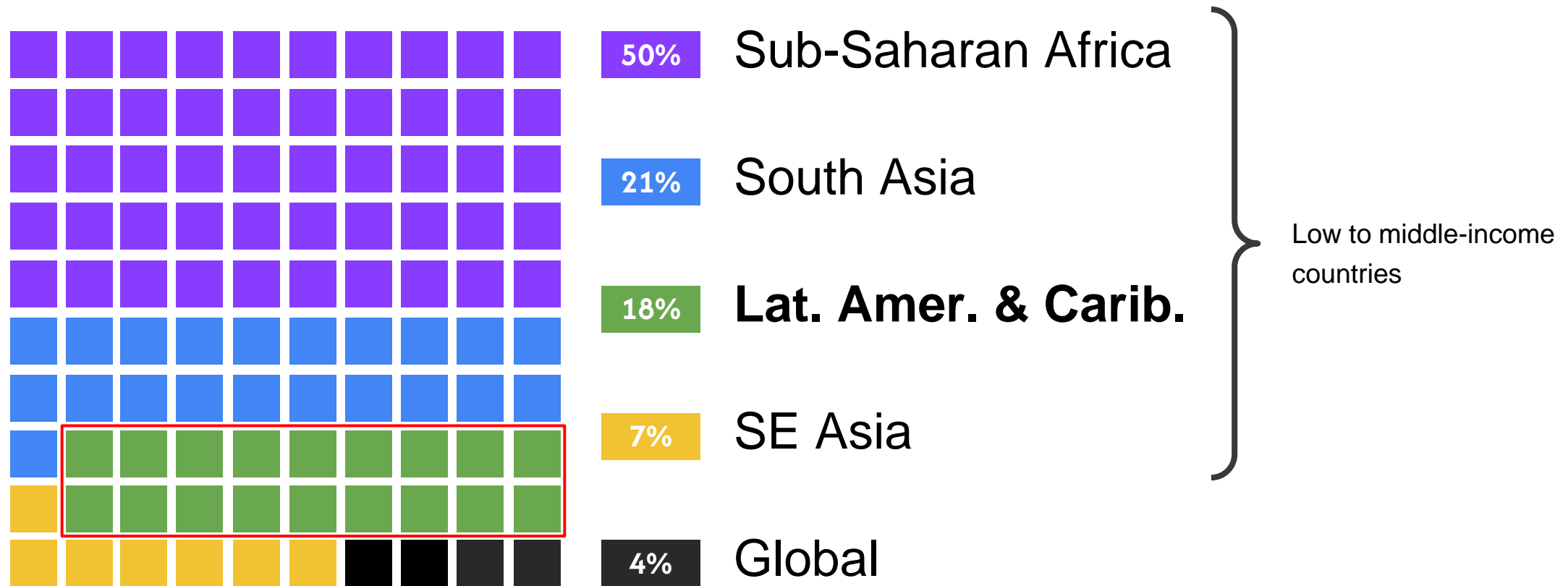
Smart and sustainable agriculture in Latin America

Juan Pablo MARTÍN jpmartin@gicom.ar

May 2025



~1 400 SOLUTIONS FOR DIGITAL AGRICULTURE (D4AG)



Source: Beanstalk AgTech. 2023. State of the Digital Agriculture Sector. Harnessing the Potential of Digital for Impact Across Agricultural Value Chains in Low- and Middle-Income Countries.

CURRENTLY ACTIVE DIGITAL TOOLS

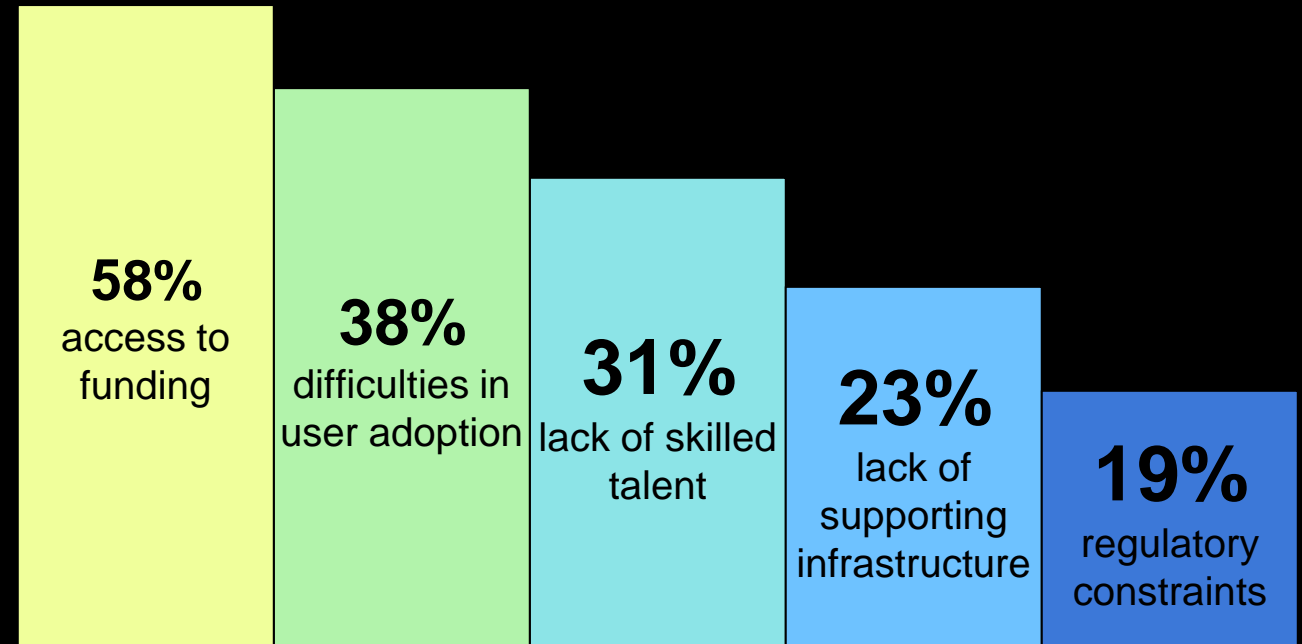


** Percentage of farm enterprises, estimated*

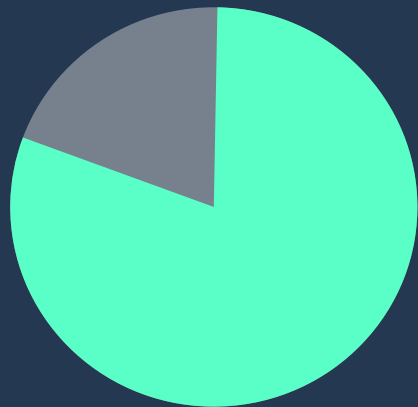
Source: Beanstalk AgTech. 2023. State of the Digital Agriculture Sector. Harnessing the Potential of Digital for Impact Across Agricultural Value Chains in Low- and Middle-Income Countries.



PRINCIPAL GROWTH CHALLENGES FOR DIGITAL AGRICULTURE



80%
OF SOLUTIONS



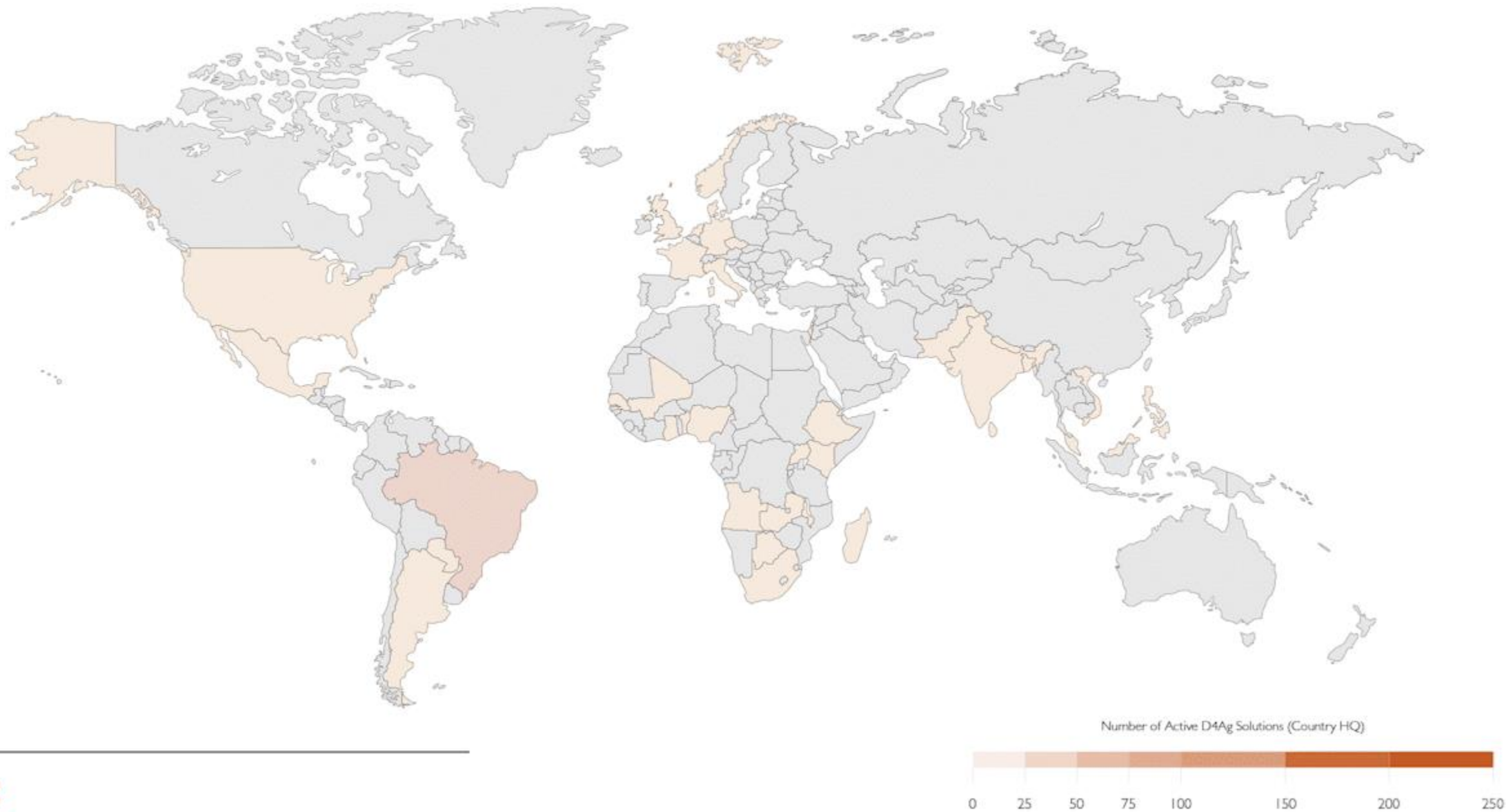
**in Latin America are
concentrated in just**

3 countries

Brazil (146), Argentina (26) and Colombia (23)



GEOGRAPHICAL MAP OF D4AG SOLUTIONS EXPANSION



2012

In Latin America and the Caribbean

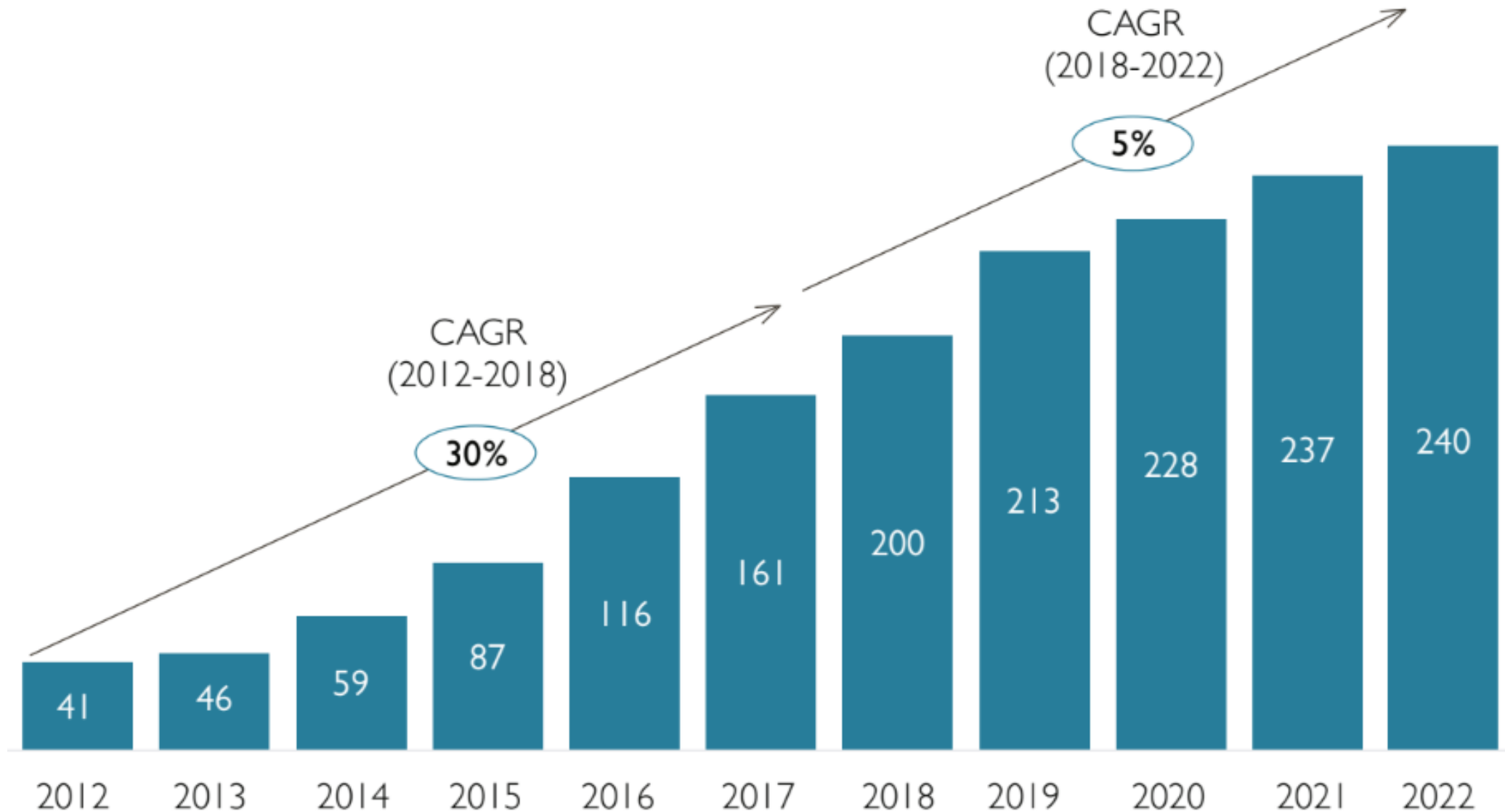
The agriculture sector accounts for 15% of the workforce

It is estimated that the region has 13 million smallholder farms and some 15 million small producers.

Source: IDB and Global Harvest: The Next Global Breadbasket, How Latin America Can Feed the World, 2014



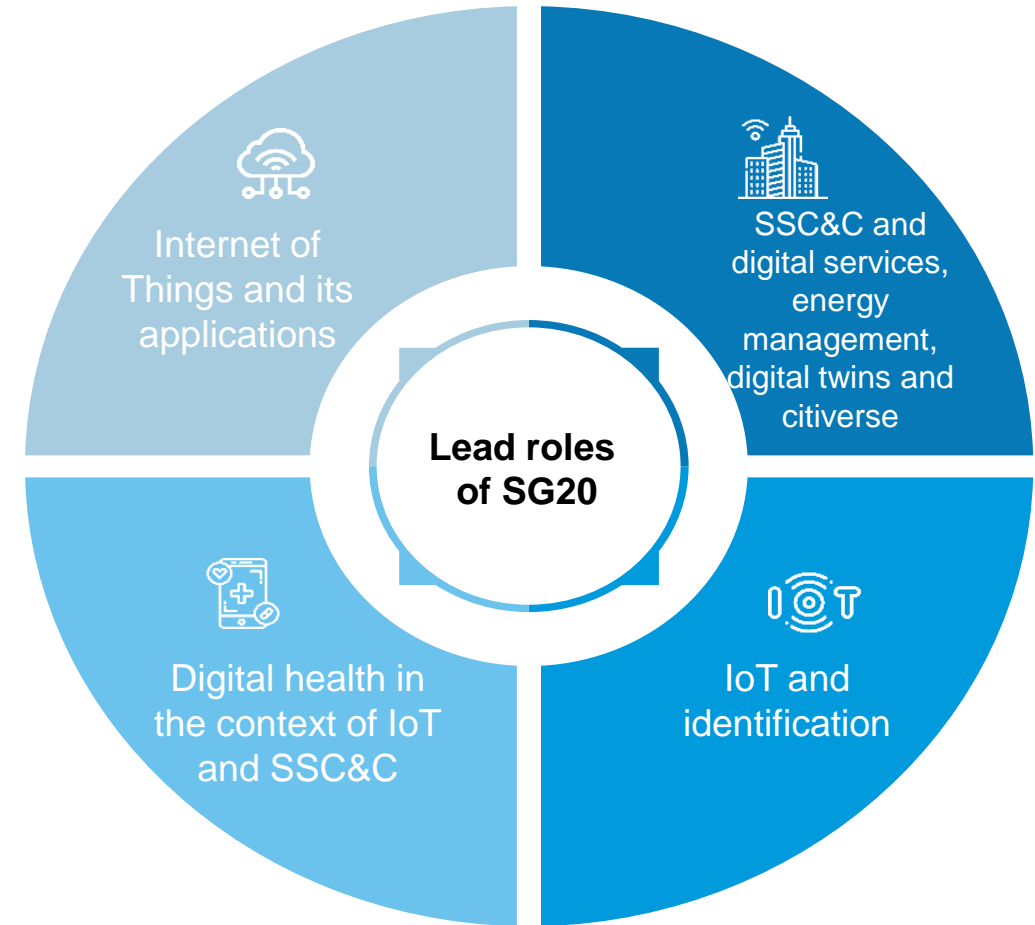
Growth of digital solutions in Latin America and the Caribbean



ITU-T Study Group 20 (SG20) on IoT, digital twins, and smart sustainable cities and communities

ITU-T Study Group 20 is responsible for:

The development of innovative standards (ITU-T Recommendations), guidelines, reports, methodologies and best practices for the Internet of Things (IoT), digital twins and smart sustainable cities and communities (SSC&C), with the goal of accelerating digital transformation.



ITU-T SG20 Regional Group for Latin America (SG20RG-LATAM)



Chair of SG20RG-LATAM: **Mr Juan Pablo Martín**
(Universidad Tecnológica
Nacional, Argentina)

Vice-chairs of
SG20RG-LATAM: **Amparo Arango** (INDOTEL)

SDG Individual Icons



“

*In a **thriving D4Ag ecosystem**, Latin America and the Caribbean could generate an **extra income of US\$115 billion over the next decade**, driven predominantly by reduced crop and animal loss, increased quality of produce and improved labor efficiency.”*

State of the D4Ag Sector in LMICS - LAC Report 2024

Thank you!