



# Strategic Foresight Planning for Regenerative Agriculture

Case Study

# Strategic Foresight Planning for Regenerative Agriculture

<b>Client</b>	Top food service player
<b>Industry</b>	Food service
<b>Products</b>	Restaurants

## Context

- The client is interested in scoping the regenerative agriculture concepts, technologies, and innovations
- This will help the client to understand and assess the current trending and upcoming solutions in the segment

## Key Business Questions

- What are the regenerative agriculture concepts?
- What are different solutions – types and technologies?
- Who are the active players working on the regenerative agriculture concepts?
- Who are the key investors in the segment?
- What solutions are approved or have potential in the future?

## Engagement Scope

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### Concepts Scanning

- What are the different concepts in the regenerative agriculture?
  - Minimize tillage | Minimize bare soil | Crop diversity | Integrate crops and animals | Synthetic fertilizers/pesticides | Others
- What are the solutions applicable for regenerative agriculture?
  - Types | Technologies | Digital solutions | Biotechnology | Others
- Who are the technology developers?
- What are the various digital technologies applicable to each Regen Ag concepts?

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### Technology Landscape

- What are the shortlisted technologies used in regenerative agriculture?
- What is the value chain players strategies?
- What is the IP status and details of uniqueness/proprietary details for relevant technologies? What are the unique features?
- Who are the technology developers for the products?
  - Portfolio | Type of solutions offered | IP status of the solutions | Preferred business model
- What is the technology readiness level for solutions?
  - Under-research | Pre-commercialized | Commercialized

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### Opportunities Assessment

- What are the unique and emerging technologies for used for regenerative agriculture?
- What is the impact of the technologies on agricultural practices?
- What value-additions mapped with opportunities?
- Who are the potential collaborators for regenerative practices?
- What are the opportunities for the client?

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## Research Methodology

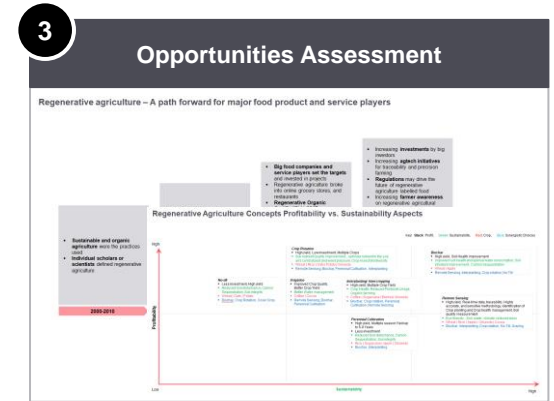
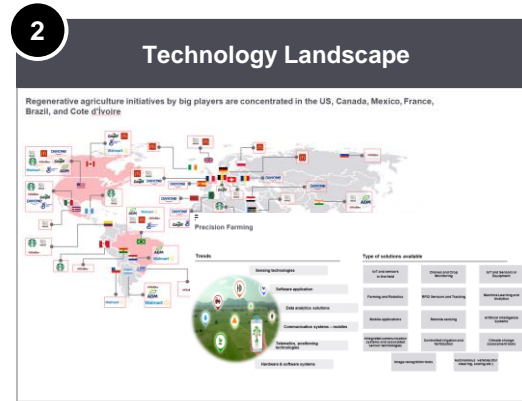
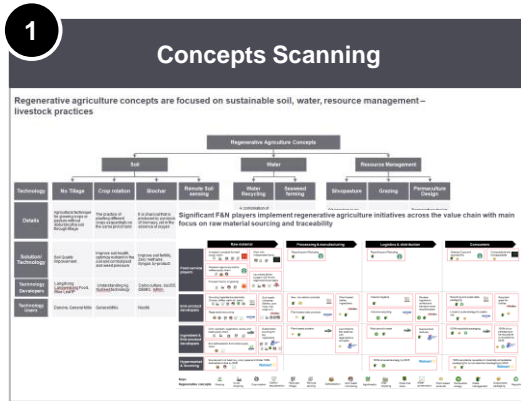
### Secondary Research

- Conducted desk research studying technology specific portals / blogs / journals / magazines, databases for company & products, expert opinions sites, conferences / seminars, etc.
- Comprehensive research covering large data-set from patent & scientific literature

## Benefits to Client

- The engagement helped shortlist the **regenerative agriculture concepts** to move forward with and use strategies within the organization
- Identify **relevant technologies** in regenerative agriculture including precision farming practices
- It also helped the client understand the future **potential strategies** of regenerative agriculture by different value chain players

## Sample Analysis



# Thank you

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