**Why LATAM**

**Market opportunities**
- Precision agriculture
- Robotic equipment
- Soil and water sensors
- Livestock and genetics
- Animal nutrition
- Farm and herd management

---

**Mexico**
Mexico's agricultural producers are facing serious drought. Demand for **irrigation** and **water management technologies** is increasing.

**Colombia**
Colombian entrepreneurs developed an **Integrated Pest Management (IPM)** software-based service for crops that fosters productivity and efficiency of agriculture.

**Peru**
Peru's government has welcomed **agtech start-ups** to **pilot solutions** on small and large-scale farms.

**Brazil**
Brazil is LATAM's **#1 agricultural exporter**, expanding its production due to improved connectivity, mobile penetration and satellite imagery.

**Chile**
Chilean farmers are investing in **innovative technologies** that address challenges including labour and water shortages.

**Argentina**
Argentina is a world leader in **precision agriculture**, **no-till farming** and **sustainable farming practices** for grains and oil seeds.

---

References: Crunchbase