

DIGITAL SKILLS AND REASERCH METHODS

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BACKGROUND OF THE ORGANIZATION



Blue River Technology, is a California based company that is using machine learning to build more intelligent on farm machinery. It helps farmers make decisions based on data analysis and interpretation, which will help improve profitability and adapt to changing environmental and consumer trends

. They empower farming communities to implement more sustainable solutions to make the best or most effective use of chemicals and by recreating routine processes to improve harvest year after year.



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HISTORY

Blue River Technology founded in 2011 by Jorge Heraud and Lee Redden, both graduate students at Stanford as they set off on a mission to “make farming more sustainable through robotics and computer vision.”

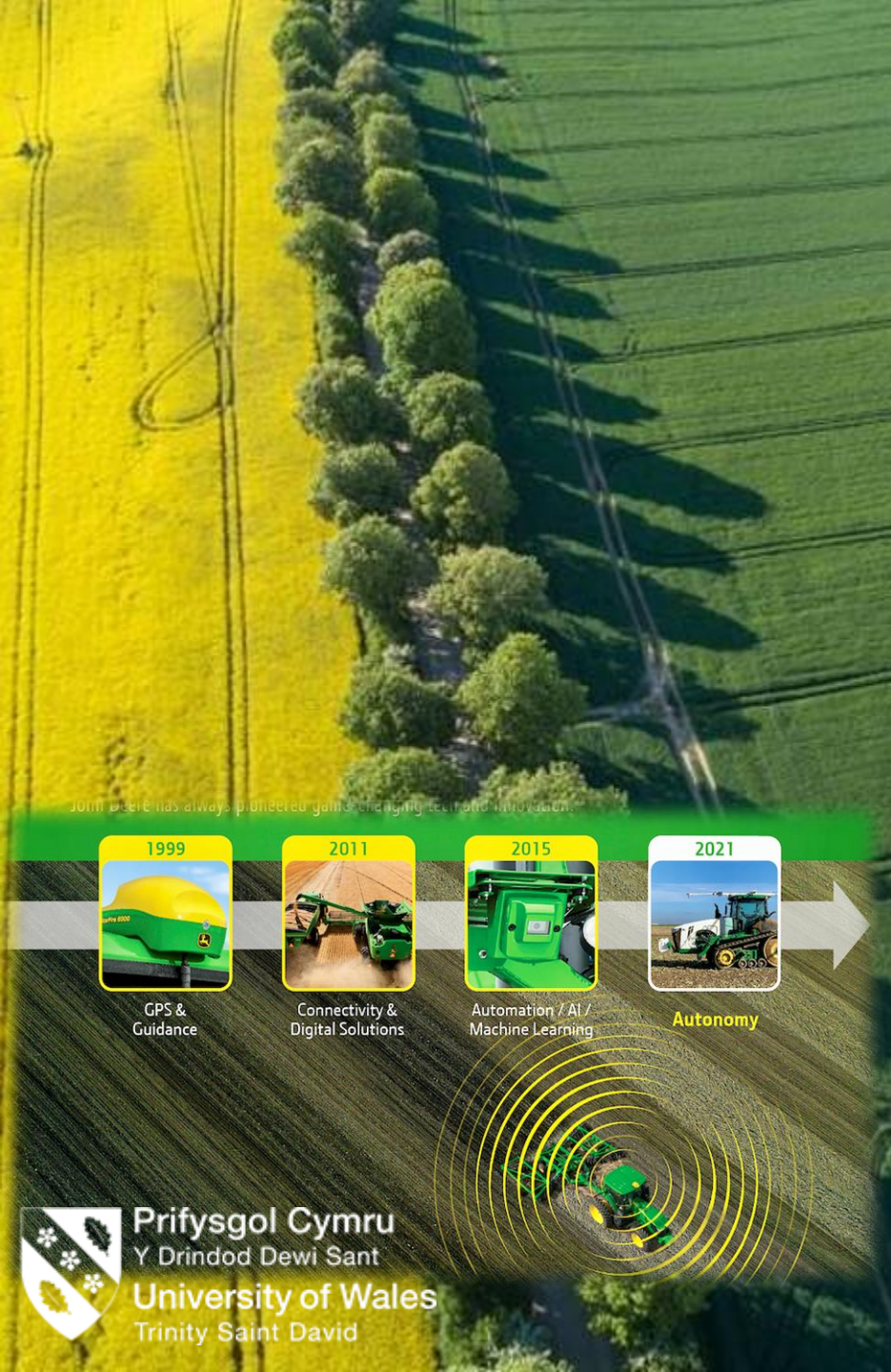


Their first smart machine, Lettuce Bot, has been called a “**Roomba for weeds**” by Modern Farmer magazine, with the ability to identify and target weeds with help from a vast database of images and advanced computer vision technology.



JOHN DEERE

Blue River’s “**see and spray**” robots can be attached to tractors, where they can identify plants that need pesticides and fertilizer, which in turn makes the farming process more efficient. It’s no surprise, then, that Deere & Company, the folks behind the John Deere agricultural brand, scooped up Blue River for a reported \$305 million in 2017.

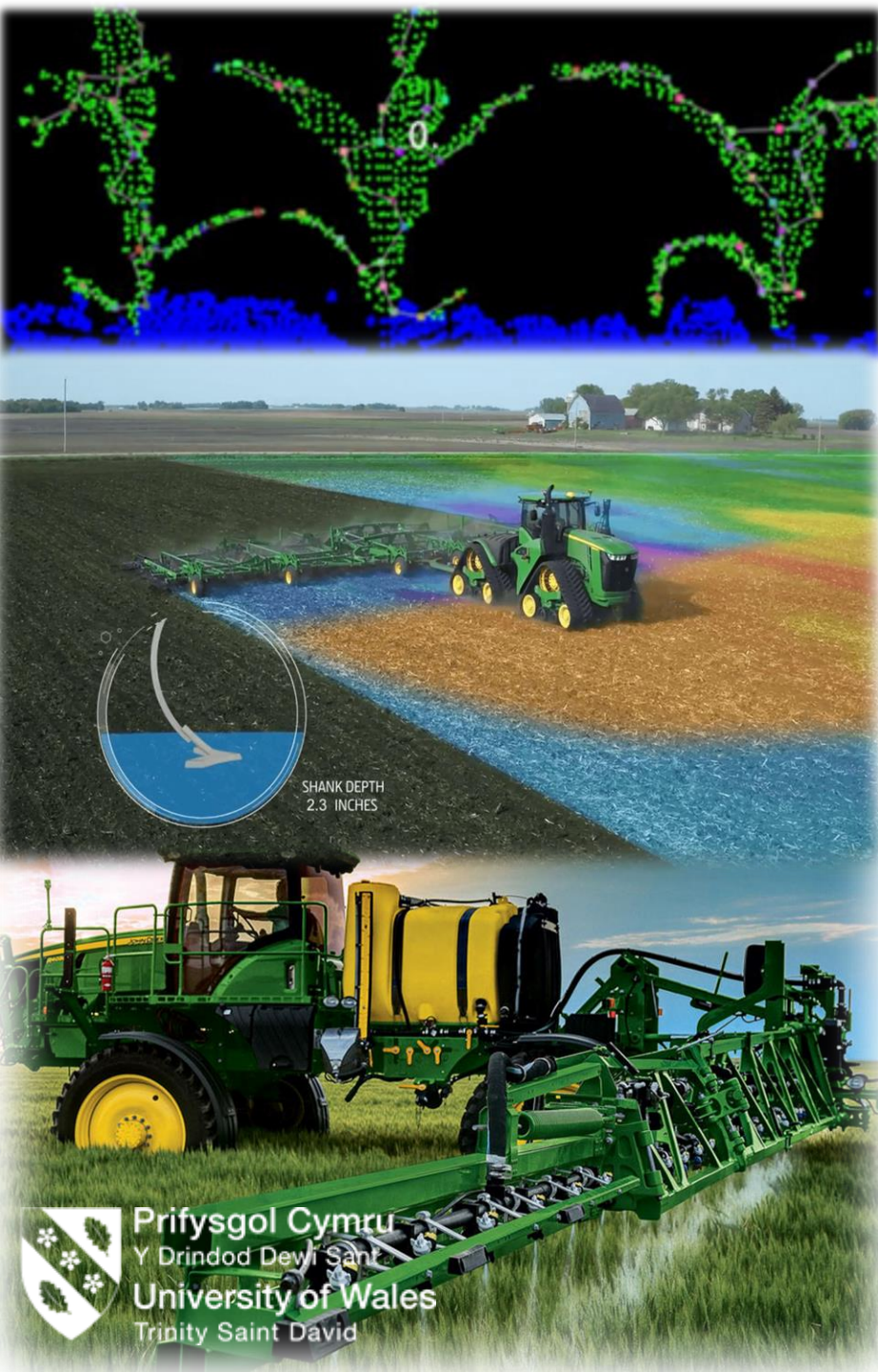


The challenge(s) before the introduction of modern technology

Challenges faced by farm industry to deal with weeds before the artificial intelligent technology.

Methods used include:

- **PULLING UP WEED**
- **DINGING**
- **DISKING**
- **MOWING**



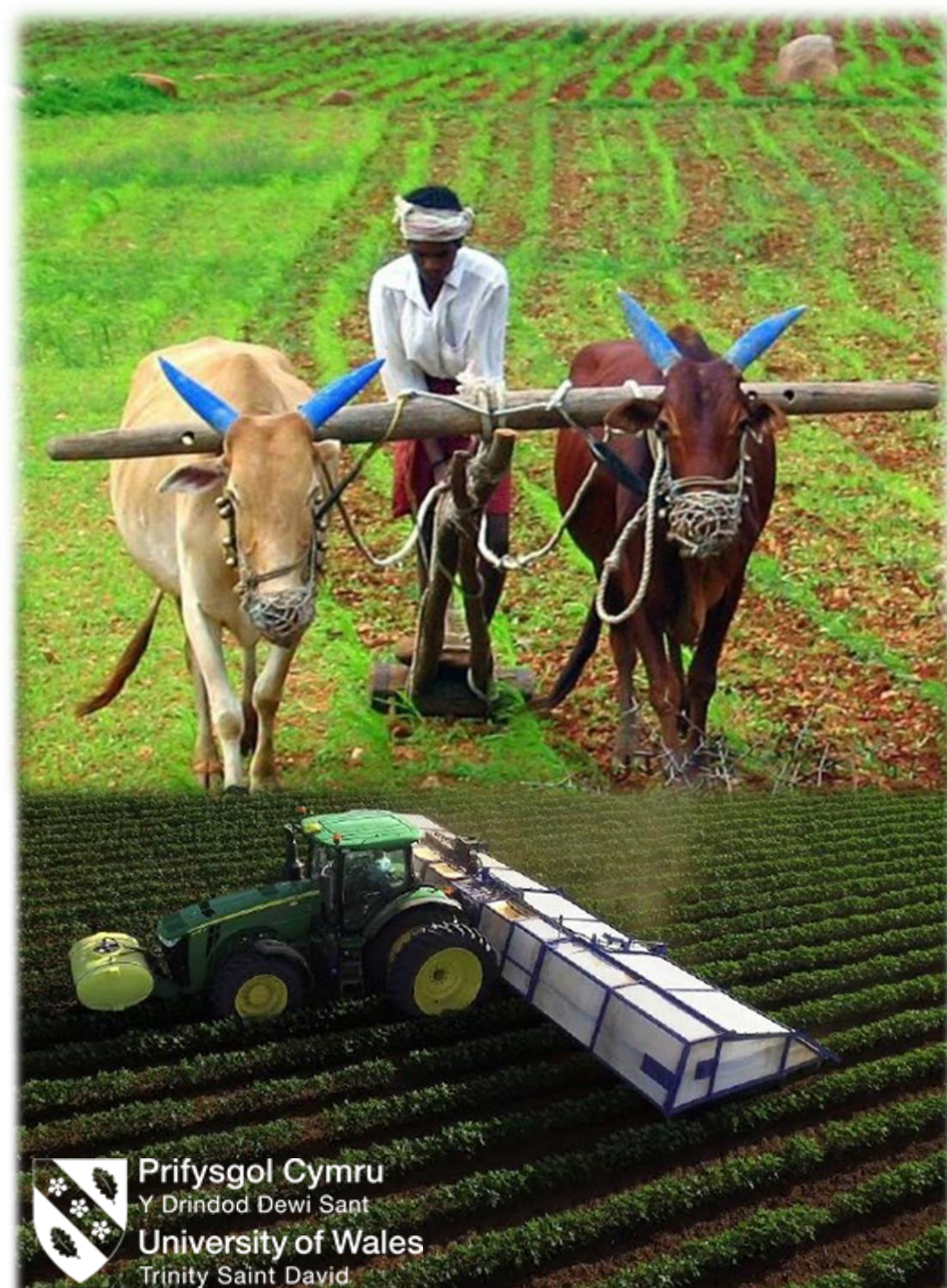


PULLING UP WEEDS FROM THE FARM

DIGGING OUT WEED FROM THE SOIL



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TRADITIONAL DISKING THE FARM

MOWING DOWN THE GRASS



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BLUE RIVER
TECHNOLOGY

Insights to the modern technology introduced

Blue River Technology provides machine learning on the court.

Their See and Spray technology is capable of distinguishing between the desired crops and the unwanted pests to be applied only pesticide with the greatest need save farmers' money, improve yields and protect the environment simultaneously.

"We are using Machine Learning to make a Positive impact on the World. We don't see it as just a way of making profit; it's about solving problems that are worthy of solving". -Jorge Heraud. Cofounder of Blue River Tech.



The impact of the technology introduced

The Berkely Master of Engineering Blue River is focusing on the application of machine learning robotics and computer vision technology agricultural equipment.



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BLUE RIVER
TECHNOLOGY



Now, Facebook launches into the game of agriculture. Artificial intelligence is maintained jointly by the company Pytorch.

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-Jorge Heraud Cofounder of Blue River Tech.

Lessons that can be drawn from the case study

'We may have been acquired by the biggest name in agriculture, but we keep our independent ways of working and culture. Everyone is all-hands-on-deck until the job gets done.'

It doesn't matter what time, what task, or what person – if you see something that needs to get done, you jump in and contribute. We focus on the right things.

We want to see our solutions change the world, and we want to see our solutions in the hands of our customers. This requires a talented, innovated and nimble team."





As a world-famous company, **Blue River Technology** have provided highly efficient for the suppliers and customers what they are expecting.

The feasibility of a company determines the ability to achieve its vision and mission successfully, by analyzing their financial stability, organizational flow, product and service effectiveness, also market efficiency.





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