

## MANIFESTO

We believe that the future of agriculture depends on the development of a new culture of data. In a global context shaped by climate change, technological transformation, and increasing demands for sustainability, agribusiness requires more robust, accessible, and shared knowledge tools.

Our commitment is to foster the development of a more aware and mature relationship between agricultural professionals and data—understood not merely as numerical values, but as tools for interpreting reality and supporting decision-making processes. From farmers to agronomists, from farm technicians to consultants, every actor within the agricultural ecosystem can benefit from an enhanced ability to understand, analyze, and use available information.

We therefore promote an approach that places knowledge, education, and the sharing of competencies at its core. Through dissemination activities, research, editorial production, and field initiatives, we work to make data a concrete tool for daily operations—capable of supporting more informed decisions and more effective strategies.



Only by mastering the entire data lifecycle—from collection to transformation into operational knowledge—can data become a true driver of innovation.

Our objective is to contribute to the development of an agricultural system that combines environmental sustainability, productive efficiency, and economic responsibility, while strengthening the role of knowledge and cooperation among sector professionals.