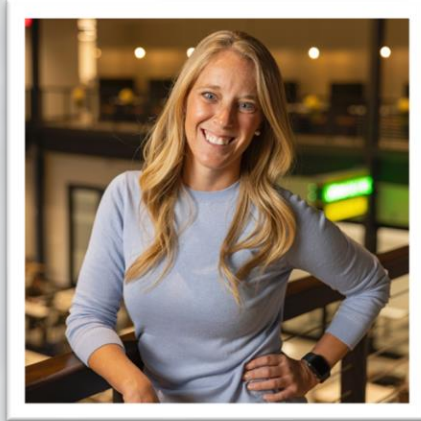


2024  
**Potato  
Business  
Summit**



# Potato Business Summit



Laurel Caes  
John Deere

# Potato Business Summit 2024





**Laurel Caes**

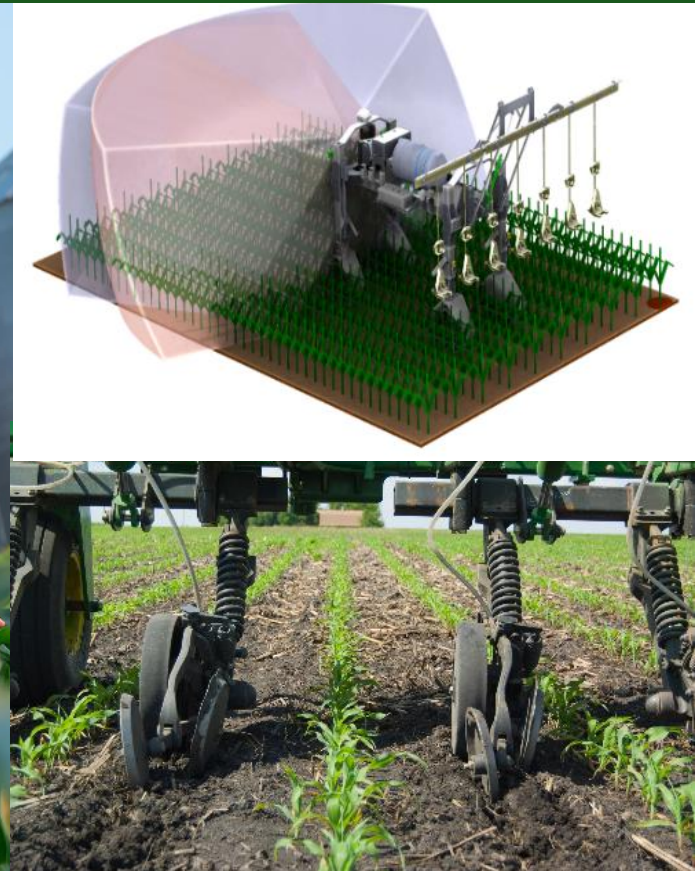
Evangelism – Business Transformation  
John Deere

## Traditional Agriculture



**Bigger. Faster. Stronger.**

## Next Frontier of Agriculture



**Automated. Easy to Use. More Precise.**

# The Agricultural Industry Journey



Muscle



10,000 years



Mechanical



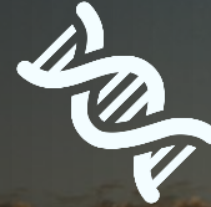
1900



Chemical



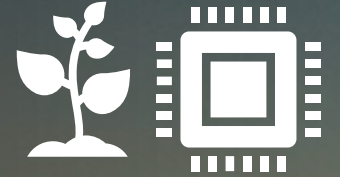
1950



Biochemical



1990



Digital/AI



Today

# TECHNOLOGY *WITH PURPOSE*



Manage every plant using sensors, machine learning, and automation.

*Automation & Autonomy*



Simplify farm management by providing the right information anytime, anywhere.

*Anywhere Management*



Harness the power of data and analytics.

*Insights & Intelligence*

# Migration from **Field** → **Plant**



**Field**



**Zone**



**Row**



**Plant**



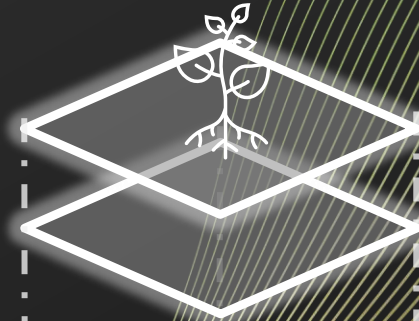
See & Spray<sup>TM</sup>  
Ultimate





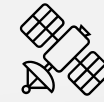
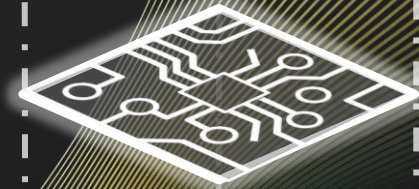
# Precision Ag Building Blocks

SENSE & ACT,  
AUTONOMY SOLUTIONS



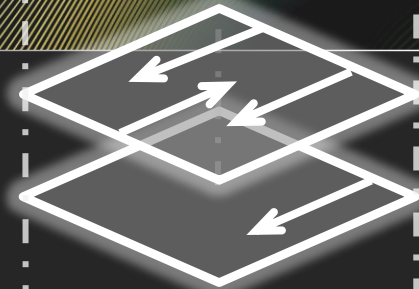
*Planting Automation, See & Spray Ultimate,  
Harvesting Automation, Autonomy*

ADVANCED SOFTWARE



*AutoPath, ATTA, AT Impl Guidance, Machine  
Sync, In Field Data Sharing, RTK/SF-RTK,  
Vision Guidance, Operations Center Pro*

CORE SOFTWARE



*Operations Center, Documentation,  
AutoTrac, Section Control, RowSense, SF1,  
JDLink Connectivity, etc.*

CORE HARDWARE

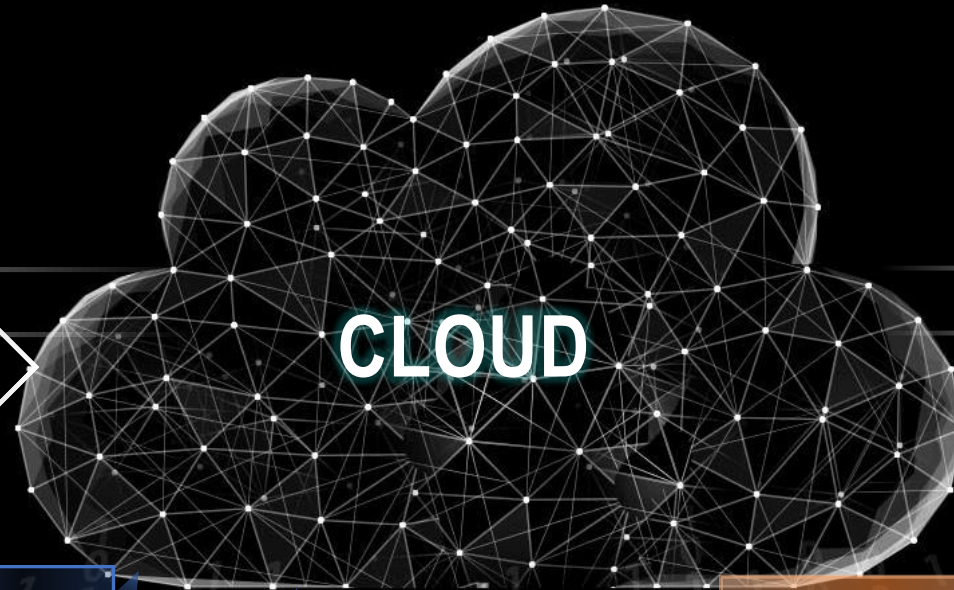


*Gen4/G5 Display, SF7000 Receiver,  
JDLink Modems,  
Rate Controllers*

# DATA IS THE FUEL... NOT THE EXHAUST



Anywhere Management  
Manage Exceptions



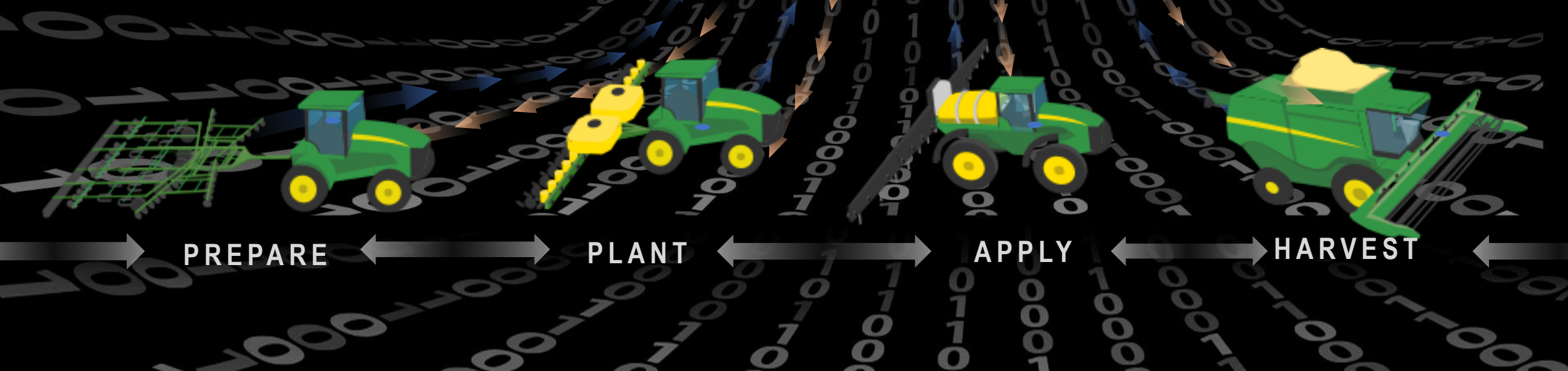
CLOUD



CONNECTED  
PARTNERS

DATA

INTEL FOR  
AUTOMATION



PREPARE

PLANT

APPLY

HARVEST

# 8RX: Wider Track Spacing Options



120in spacing



132in spacing



136in spacing



144in spacing



152in spacing

## 8RX: NEW Electric Power Generation



*NEW Electric Power Generation enables the ability to use the power offboarding feature on the 8-Series Electric Variable Transmission (EVT) tractor with the Spudnik e-fan harvester.*

*Electric power generation is produced that will be offboarded to power implement functions.*

- *Optional feature on select 8 series tractors*
- *Up to 100kW of electric power*
- ***Stop by the John Deere booth to learn more!***





Thank You



**JOHN DEERE**