

2024

ENERGY & COMMODITIES ISSUE 2

# Guide to Next.



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## Empower Your Sector with These Value-Driven Trends

Uncertainty may be the new normal, but that does not mean companies must face the future unprepared. Organizations in the energy, utilities and agriculture industries can equip themselves with knowledge to navigate all the challenges and opportunities that 2024 will bring. So, which trends will define the future of the energy and commodities industry—and how can organizations harness them to grow?





# Energy

## TAPPING INTO OPPORTUNITY: THE 2024 TRENDS IN ENERGY

Volatile markets. Unsettled supply chains. The oil and gas sector has faced turbulence over the last year, as prolonged war in Europe, slashes to the oil supply, sticky inflation and the residual effects of global health crises have disrupted the way organizations do business. What will 2024 bring?

The oil and gas sector will face old and new challenges, as unsettled markets will continue to impact businesses, and businesses must adapt in a rapidly decarbonizing world. Even in the midst of these challenges, however, energy and trading organizations should feel empowered to utilize the tools they need to thrive.

The following industry trends—which highlight everything from the growth of generative artificial intelligence (AI) to potential new revenue streams in the fuel retail market—do not only provide a roadmap for what energy and trading organizations can expect in 2024; they also present opportunities for development, reinvention and innovation. These insights equip organizations with valuable blueprints for growth in an uncertain year.



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## Here are the trends to watch out for in 2024:

By partnering with other organizations and offering valuable opportunities for targeted advertising, brand promotion and customer engagement, RMNs offer a pathway to build stronger relationships with customers, enhance brand loyalty and drive growth in a competitive marketplace.



# Profitable Commerce

Leverage retail media networks to tap into new revenue streams

## Rising prices, fluctuating demand, competition from renewables:

In such a volatile climate, how can energy companies design fuel [retail experiences that benefit customers](#) and organizations alike?

Retail media networks (RMNs) have emerged as a novel, powerful solution. When replenishing their gas tanks, customers spend an [average of two minutes](#) at the pump each visit. RMNs fill that time by giving customers something to watch—and, in so doing, they give companies a new potential revenue stream.

Reuters projects that by 2028 revenue from RMNs will account for [15.4 percent of all revenue](#) from ads, eclipsing television as an advertising platform. By partnering with other organizations and offering valuable opportunities for targeted advertising, brand promotion and customer engagement, RMNs offer a pathway to build stronger relationships with customers, enhance brand loyalty and drive growth in a competitive marketplace.

# Generative AI

## UNLEASH THE POWER OF GENERATIVE AI TO UNLOCK NEW VALUE

The generative AI revolution is here to stay, and it [presents an opportunity](#) for oil and gas companies to rethink the way they do business—and for new ways of growing revenue. Goldman Sachs predicts that generative AI could increase the world's GDP by [seven percent](#) over the next 10 years.

Unlike current forms of artificial intelligence, generative AI uses machine learning and large language models to create new content. Oil and gas companies can take advantage of this novel tool in a number of ways, including:

- **Modeling and simulation:** Improve accuracy and optimize reservoir extraction strategies to improve resource management, enhance operational efficiency and maximize reserves recovery
- **Asset management:** Analyze real-time data from sensors to predict maintenance needs, prevent equipment failures, improve safety and lengthen the lifespan of assets
- **Market analysis:** Leverage algorithms that generate accurate forecasts, identify trading opportunities and optimize strategies to maximize revenue and navigate market conditions with agility

Additionally, oil and gas companies can use generative AI to mitigate risk, meet safety requirements and make the most of environmental monitoring systems to satisfy evolving regulations.



## DEMOCRATIZE ACCESS TO DATA REPOSITORIES

Thanks to the rise of generative AI, intuitive, AI-driven access to central data repositories is transforming the way the energy industry can interact with crucial information. By interrogating trade and pricing repositories, this approach enables fast, mass adoption across the user base, strategically accelerating the generation of relevant use cases.

This not only boosts the utilization of data across various sectors—such as energy production, distribution and consumption—but also optimizes the application of state-of-the-art generative AI tools within the sector. As a result, the ability to efficiently analyze data will drive productivity and foster innovation.

# Sustainability

## GROW WITH—NOT AGAINST—RENEWABLES

As the world puts net-zero plans into action, the renewables market is expected to grow exponentially. In the United States, solar energy will have [expanded by 84 percent](#) throughout the rest of 2023 and 2024. Growth is expected globally, with China, India and the European Union making their own investments in renewable energy. Similarly, [68 percent of executives](#) across industries in the United States plan to increase their use of renewables, according to a survey by Publicis Sapient, Microsoft and Ipsos.

Where does that leave oil and gas companies? In 2024, oil and gas will continue to play a crucial role in powering the world, especially as reliable, utility-scale infrastructure is not yet in place to support the electrification revolution.

Oil and gas companies should look to the future as an opportunity to grow revenue while supporting consumers. Traders can diversify their portfolios to invest in renewable projects and unlock new revenue streams, such as biofuels. Biofuels will help energy consumers meet lower carbon goals with minimal, if any, infrastructure changes.

At the same time, energy companies that invest in renewables can access government incentives.

New partnerships and collaborative projects will also empower energy organizations to help shape the transition to renewables. Renewables-focused startups can benefit from oil and gas companies' deep industry and operational expertise, and these companies can gain a competitive advantage by becoming trusted partners to the next generation of energy leaders and leveraging their expertise in the development of carbon capture and storage technologies.

As renewables continue to claim a share of the market in 2024 and beyond, oil and gas companies have an opportunity to grow in new directions and diversify their revenue streams to build a sustainable, future-proof business model.



“As renewables continue to claim a share of the market in 2024 and beyond, oil and gas companies have an opportunity to grow in new directions and diversify their revenue streams to build a sustainable, future-proof business model.”





# ● Supply chain

## UTILIZE DATA-DRIVEN INSIGHTS TO BUILD AND BOLSTER RESILIENT SUPPLY CHAINS

Though demand for oil is [expected to grow](#) in 2024, it will likely slip in the coming years. The International Energy Association (IEA) predicts that yearly demand growth for oil [will slow](#) to 0.4md/b in 2028, down significantly from 2.4 mb/d in 2023. Yet, organizations should feel empowered to buttress their supply chains to prepare for whatever 2024 has in store. What strategies can they deploy?

Technology and data analytics empower businesses with knowledge. Advanced tools and monitoring systems provide critical insights into inventories, production rates and demand patterns so companies can have real-time visibility and traceability into supply chains.

Moreover, effective risk management is a cornerstone of building resilient supply chains. By conducting risk assessments and designing sound mitigation measures, organizations can react swiftly to get around roadblocks that may arise in 2024 and beyond.

# Modernizing tech infrastructure

Now more than ever, value chain modernization stands out as an essential strategy.

## MODERNIZE VALUE CHAINS TO GAIN VALUABLE INSIGHTS

How can businesses remain competitive and drive growth in 2024? Now more than ever, value chain modernization stands out as an essential strategy.

With fluctuating prices, supply and demand, oil and gas companies need streamlined processes and integrated systems in order to make their operations more efficient. Cloud computing, Internet of Things (IoT), blockchain tools and advanced analytics can automate manual tasks, [streamline data collection](#) and analysis, manage resources, eliminate bottlenecks and enhance collaboration across the value chain. The cost savings that organizations net from increased operational efficiency means that they can invest in research and development to innovate and gain an edge in the market.



## USE AN ETRM ECOSYSTEM AS A COMPASS TO NAVIGATE THE FUTURE

Market volatility in the last several years has added complexity and uncertainty to energy and trading organizations, and the accelerating push toward net zero over the next several years will require even more consideration, planning and action. Most of all, it will require trading architectures to become nimble, agile, adaptive and less monolithic.

One of the most useful compasses that companies have in hand as they [navigate any turbulence](#) that will come in 2024 is a data-centric energy trade and risk management (ETRM) ecosystem. More than a siloed software solution, an [ETRM ecosystem](#) integrates and consolidates data to provide a holistic view of operations and equip traders as well as finance and operations teams with knowledge to make data-driven decisions with accuracy and agility. Built around a central data platform that reduces dependency on the core ETRM, such a transparent, integrated ecosystem enables success by empowering companies to respond quickly to market changes, evaluate multiple strategies and enhance operational efficiency.



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## An opportunity for success

The oil and gas sector will undoubtedly face old and new challenges in 2024—but it will also benefit from impactful trends that promise to drive success.

All of these energy industry trends point to the same solution: **digital business transformation.**

Organizations can rely on digital business transformation to modernize their value chain, develop actionable plans to navigate the energy transition and design impactful customer experiences that promote satisfaction and loyalty. By focusing on these core areas of transformation, businesses can prepare for 2024 and all that it will bring.

## Next starts now.

Contact one of our industry experts to assess how your unique business can apply these insights to realize high-value outcomes.



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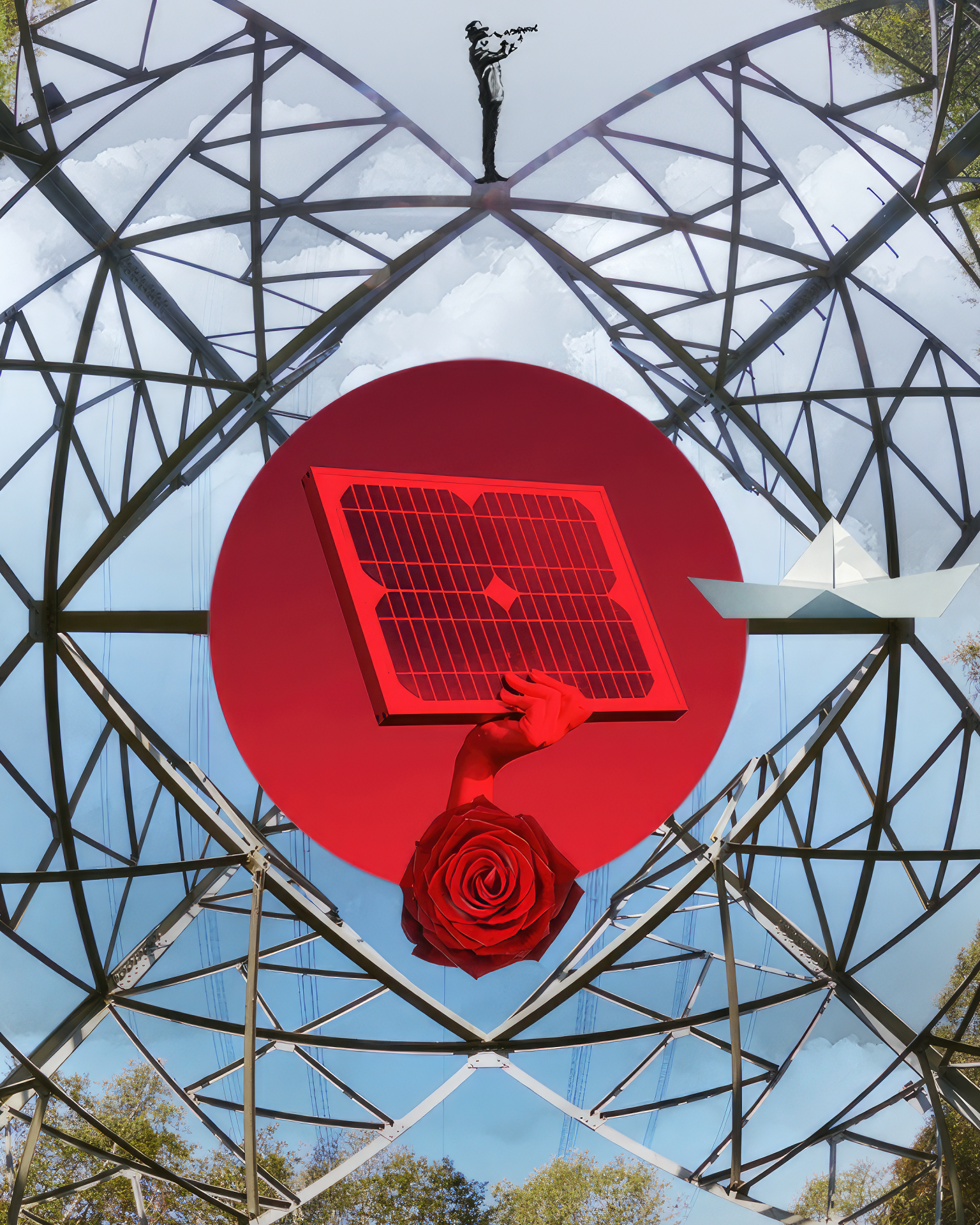
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This comprehensive report was created by Publicis Sapient experts—with decades of collective experience in energy and commodities—following months of research and in-depth analysis of the energy market. Contributors for this article include **Alberto Bruno, Craig Gosling, Boris Leshchinskiy** and **Akhil Sehgal**.





# Power and Utilities

## STRATEGIZING TRANSFORMATION: UTILITIES INDUSTRY TRENDS IN 2024

The power and utilities sector is navigating the most exciting period of transformation since the Industrial Revolution: The push toward net zero has accelerated electrification and amplified demand for renewable resources, all while customers are discovering new ways of engaging with operators. How will 2024 hasten this transformation—and how can power and utilities organizations set themselves up for success?

**Multiple competing forces are changing the way both operators and customers think about the opportunities and challenges of our growing energy dependencies:**

- 1.** Unprecedented economic incentives have kickstarted a cycle of capital deployment that will forever tip the balance of the global power supply toward renewable sources
- 2.** A growing number of renewable construction projects are being delayed by bottlenecks in network grid connection, thus impeding progress toward net zero
- 3.** Macroeconomic trends are changing the shape and magnitude of electricity demand, complicating system operations and reliability management
- 4.** Both regulation and regulatory models are coming under increased scrutiny, especially in the United Kingdom's water sector, where shareholder super profits have heightened demands for extra capital to offset the utility debt burden
- 5.** Customers have become more conscious of their service providers, setting new expectations for the experiences they receive and personal data management (accessibility, accuracy and accountability)



These forces, and their impact on utilities, will only intensify in the next year. Non-governmental organizations, governments and private enterprises have fast-approaching deadlines for their decarbonization initiatives. The Paris Agreement, for example, requires its 196 signatories to be on a downward trend with their emissions by 2025 at the latest. In the United States, the Inflation Reduction Act (IRA) has turbocharged the renewables market.

In this context, 2024 promises to be a crucial year for organizations and operators. They must set the right priorities within the constraints of regulated business models and find ways to keep sufficient generation capacity available to customers—and at a reasonable price.



**What trends will define the year, and what can utilities do to make the most of them?**

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# Here are the trends to watch out for in 2024:

## Navigate the IRA's opportunities and challenges

In August 2022, U.S. Congress passed the IRA, one of the most transformative pieces of environmental legislation in the country's history. The act turbocharges the development and deployment of renewable energy by authorizing an effectively unconstrained pool of development tax credits while also making them more accessible to regulated utilities. The impact on the renewables market will soon become apparent, as the International Energy Agency (IEA) [predicts](#), "Global renewable capacity additions could reach 550 gigawatts (GW) in 2024" under an accelerated adoption scenario.

To [make the most](#) of this historic opportunity and lean into the transition to renewable energy, U.S. utility operators should revisit their business strategies and investment priorities to ensure they are maximizing their access to these tax credits and thus lowering rates for customers.

Though the IRA supports the American renewables market, this national initiative will likely impact projects in other countries as it diverts some renewable development to the U.S. At the same time, the [International Monetary Fund notes](#) that the act's "pull on global clean energy investment is already encouraging others to follow suit" with their own plans. What those plans look like, and how collaborative they are on a global scale, will likely define much of 2024.





# Supply chain

## DEPLOY NEXT-GENERATION SOLUTIONS TO MANAGE VOLATILITY AND MEET CAPACITY REQUIREMENTS

The growth of renewable resources like wind and solar is a significant step forward in reducing the carbon impact of the power sector. Yet, the intermittent nature of the sun and wind present a significant challenge to system reliability. The challenge of responsibly integrating this unpredictable capacity into a system with predictable customer demand will become trickier as these resources represent an increasing share of the global power generation mix. The IEA [anticipates](#), “The share of renewables in the global power generation mix is forecast to rise from 29 percent in 2022 to 35 percent in 2025.”

So, how can utilities deploy renewables while still ensuring that they are fulfilling their obligation to provide power to customers? Operators must ensure they are meeting capacity requirements by using a mix of traditional baseload generation and renewables. By mitigating supply shortfalls with creative solutions—such as [electric buses](#) that can backfeed onto grids—organizations can rely on innovative solutions to enhance grid stability, providing a new backstop for delivering reliable power to customers.

“The share of renewables in the global power generation mix is forecast to rise from 29 percent in 2022 to 35 percent in 2025.”

- IEA



# Profitable commerce

## GENERATE ADDITIONAL REVENUE WITH UTILITY-SCALE BATTERY SOLUTIONS

Operators have traditionally deployed [utility-scale batteries](#)—batteries that store excess energy from sources such as solar and wind—as a means of ensuring that their customers have consistent, ready access to power, even in times of high load demand.

Yet, in some markets these batteries can be deployed in alternate “modes” for additional revenue, particularly as storage capacity is [primed](#) to continue expanding over the coming decade. Organizations deploying battery projects may be eligible for incentives. India, for instance, has [made \\$455.2 million available](#) for incentives.

By charging during lower-cost hours and deploying energy during higher-cost peaks, developers can deploy these assets in a storage mode for price arbitrage to unlock customer savings.



# Modernizing tech infrastructure

## MANAGE ASSETS AND OPTIMIZE PROCESSES TO IMPROVE RELIABILITY

The electrification revolution will add unprecedented demand on grid networks: [National Grid estimates that by 2036 in both the U.S. and U.K., consumers will increase their electricity consumption by 50 percent.](#) At the same time, grid utilization remains low and a scarcity of transformers will make it difficult for operators to meet rising demand in the coming years. So, what can operators do in 2024 to optimize utilization and reliability while preparing for rising demand?

Operators should invest in their assets in two ways: by enhancing grid reliability and modernizing core infrastructure. This two-pronged approach ensures that organizations can make the most out of their current assets while also preparing for the future. At the same time, operators should feel empowered to balance their investments by prioritizing the most pressing issues first so that they can do more with less investment.

Operators should invest in their assets in two ways: by enhancing grid reliability and modernizing core infrastructure.



Grid modernization in particular provides a way for operators to maximize usage and manage their processes and assets more effectively.

A key component of grid modernization includes investing in advanced, sophisticated systems that collect, curate and integrate data to help with:



- **Predictive maintenance:** By collecting and analyzing data from sensors and devices, organizations can proactively schedule maintenance activities to reduce the likelihood of unplanned equipment downtime and reduce repair costs
- **Performance monitoring:** Organizations can track the performance of equipment over time to anticipate issues and potential problems and avoid them with preventative maintenance
- **Resource planning:** Maintenance data can embolden organizations to plan resource allocation for periods of high or low maintenance

Operators can thus use analytics to gain valuable insights into metrics, usage and consumption patterns to better maintain their equipment, plan maintenance processes and strategize their investments. To enable this modernization, utilities need to build a future-ready systems roadmap and a robust modern integration framework that will enable these sophisticated operational technology (OT) systems to talk seamlessly with each other and with the organization's IT systems. Many utilities are still in the early stage of this journey.



As a real-world example of data and analytics in action, one leading hydropower generator in Europe leveraged machine and maintenance data to improve the performance of its steam turbines and increase their efficiency and reliability. »

# Driving customer lifetime value



## SUPPORT CUSTOMERS BY LOWERING COSTS WITH THE HELP OF GENERATIVE AI

Utilities organizations have a duty to keep costs low for customers, but this has been challenging in recent years, due to a number of developments:

- **Extreme weather means increased prices**—as in Germany, where ratepayers paid an average of [38 percent](#) for power in the winter of 2023—so prices will likely remain elevated in 2024
- **As consumers continue to use more devices**, they can expect to pay more to utilities companies; e.g., fully charging an electric vehicle in the U.K. adds [£23](#) onto a customer's bill but saves £41 at the fuel pump
- **Governments and regulators are questioning** whether the traditional power merit order utilizing pay-as-you clear models (which establish the order in which each energy source is deployed) is truly working to keep costs down and ensure customers benefit from renewables' significantly lower production cost vis-à-vis gas as the marginal producer

What can utilities do to support customers and further lower their cost burden as they increasingly utilize the grid? Artificial intelligence (AI) can help organizations keep rates down by optimizing energy distribution and consumption.

AI can analyze data from smart meters, sensors and other sources to identify patterns and trends in energy usage. This analysis can be used to predict energy demand and optimize the distribution of energy to reduce waste and minimize costs. In addition, AI can help utilities companies predict when energy consumption will be particularly high—such as during peak hours—and implement strategies to reduce usage during these times.

### This can involve:

- Targeted outreach and messaging to customers to incentivize energy reduction at peak times
- Automated systems that adjust energy usage based on demand

Generative AI holds promise as a new tool for utilities to improve employee productivity and communicate effectively with customers to help them change their usage behavior. By introducing new ways to unlock value for customers with the help of AI, utilities organizations can further make the clean energy transition affordable for the people they serve.

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## Adopt a customer mindset

Buoyed by decarbonization initiatives, utilities customers around the world increasingly adopt low-carbon technology, such as solar panels, heat pumps and electric vehicles. The U.K., for example, plans to [phase out](#) the sale of new gas- and diesel-fueled automobiles by 2030.

Consequently, transmission and distribution companies will sit at the frontlines of the move toward net zero and manage a significant growth in connection requests in the coming years. How can they prepare?

**Organizations should think of ratepayers as customers who expect a sophisticated level of engagement.**

In order to support an increased number of connection requests, organizations need to become customer-centric. They should think of ratepayers as customers who expect a sophisticated level of engagement with organizations. Companies should also reinvent customer-facing journeys with the help of apps, self-service portals and easily navigable websites that meet customers' needs.



## Making the most of this critical moment

The depth and breadth of the impact 2024 will have on energy customers long into the future cannot be overstated. Independent power producers and regulated utilities have a unique opportunity to adapt their long-term investment strategies to the new realities with greater confidence in what is ahead than at any time over the last five years.

As demand puts even more pressure on bulk energy systems in 2024, operators can find strategies to serve customers with higher reliability and cost efficiency, presuming they adapt to the new economic realities created by changes in legislation, business regulations, environmental policy and customer behavior. Modernization projects, advanced digital solutions and enhanced customer engagement will continue to help organizations minimize costs and maximize customer satisfaction.

## Next starts now.

Contact one of our industry experts to assess how your unique business can apply these insights to realize high-value outcomes.



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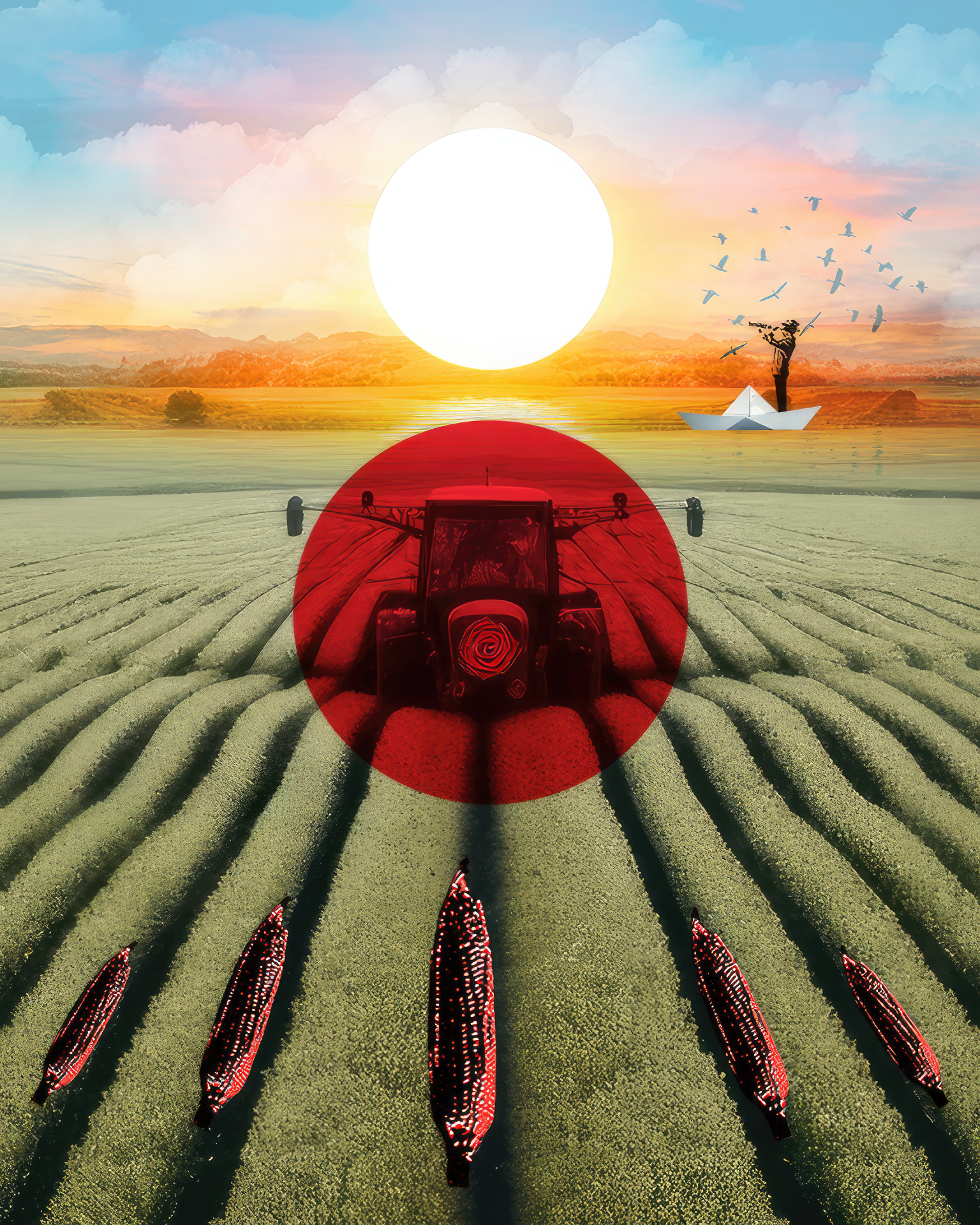
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This comprehensive report was created by Publicis Sapient experts—with decades of collective experience in power and utilities—following months of research and in-depth analysis of the energy and commodities market. Contributors for this article include **Sartaz Ahmed**, **Supratik Chaudhuri**, **Tripp Fried** and **Simon Harvey**.







# Agriculture

## AMPLIFYING FARMERS' VOICES: HOW 2024 WILL SHAPE AGRICULTURE TRENDS

In recent years, investment from venture capitalists has injected welcomed funds into the agriculture sector. This investment has supported new innovation and helped agribusinesses and growers harness the power of digital to take farming in new directions.

But venture capital funding in the agriculture sector has precipitously declined from its record peak in 2021. What does this new reality mean for the trends in agriculture in the coming year?

The [voice of the farmer](#) will have added resonance after years of venture capital dominance. Agribusinesses have an opportunity to design solutions that optimize farm operations, support sustainable farming and build solutions that better serve growers' needs.



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## Here are the trends to watch out for in 2024:

# ● Digital operating models

## USE DIGITAL TO ENABLE, NOT REPLACE, CORE SERVICES

As venture capitalists increasingly reduce investment, farmers will rely on established companies to support innovation and develop useful digital tools. So, how can businesses ensure that they are developing tools that [farmers will want to adopt](#) in 2024 and beyond?

Companies should focus on developing solutions with farmers' needs in mind. By shifting their perspective and building solutions for specific scenarios—such as equipping farmers with advanced insights to predict machine maintenance or helping them save money on insurance premiums—agribusinesses can create beneficial, must-have solutions for farmers.

Agribusinesses can continue to foster profitable innovation by using digital technology to enable farmers to better execute their core services. Digital innovation should not radically change or replace those core services. Seed companies will stay seed companies, for instance, and the digital revolution will not change that. Instead, digital tools should enable those seed companies to be a more impactful, efficient and agile version of themselves.



“Agribusinesses can continue to foster profitable innovation by using digital technology to enable farmers to better execute their core services.”

How does digital enable farmers? It equips them with the tools that they need to do more with their time: to streamline processes, crunch numbers, generate forecasts and reduce time spent completing paperwork or supply orders. By investing in digital tools that enable and empower, agribusinesses can help farmers expect a strong ROI on their core business.




# Profitable commerce

## EQUIP FARMERS WITH INSIGHTS THAT EMPOWER DATA-DRIVEN DECISION- MAKING

Though weather always impacts farming, El Niño—a climate phase in which warmer-than-average Pacific Ocean temperatures influence global weather patterns—presents enhanced challenges. This round of El Niño will likely [continue into 2024](#), presenting either drought or flooding conditions around the world: parts of central and southern Africa, southern Asia, Indonesia and Australia will be excessively dry, while wetter-than-usual patterns will primarily impact areas of North and South America, Central Asia and the Horn of Africa.

Farmers cannot control the weather, but they can equip themselves with knowledge from data-driven insights. Data and insights will only become more critical in 2024, as they empower farmers to navigate ongoing challenges like El Niño.



“Farmers cannot control the weather, but they can equip themselves with knowledge from data-driven insights.”

Tools like precision agriculture platforms will continue to evolve as farmers leverage data analytics, artificial intelligence (AI) and machine learning to offer actionable insights. These tools will enable farmers to optimize resource allocation, make informed decisions about planting and harvesting and monitor crop health in real time.

Mobile applications and cloud-based software will also make farms more productive by automating certain tasks. These tools will provide farmers will real-time access to market prices and weather forecasts, enabling them to make data-driven decisions and increase profitability. Financial technology solutions will also help farmers access loans, insurance and other services more efficiently to support their financial well-being in times of uncertainty.

# Generative AI

## HARNESS AI TO INCREASE EFFICIENCY

Though the advent of generative AI may draw some venture capital investment back to agriculture, established agribusinesses nonetheless have an opportunity in 2024 to develop new solutions.

Growers will have the opportunity to use generative AI in a number of ways—ranging from crop management and [reducing on-farm food waste](#) to logistics—to enhance smart farming and make their lives easier. For example, AI algorithms can optimize irrigation and fertilizer schedules, thereby automating the process and optimizing efficiency. Drones equipped with AI-powered cameras can monitor crop health and detect early signs of disease. In logistics, AI algorithms can enhance transportation routes, reducing fuel consumption and carbon emissions. Additionally, generative AI can assist in managing risks associated with weather events and market volatility.

By leveraging the power of generative AI, the agriculture industry will experience increased productivity and reduced costs to maximize business outcomes.





# Supply chain

## MAKE SUPPLY CHAINS EFFICIENT

The global supply chain crisis has spared no one, and that includes the agriculture sector. Indeed, the agriculture supply chain has been stretched on both supply and demand sides, as farmers scramble to get inputs and machinery and a growing global population accelerates demand for food products. Moreover, extreme weather events have impacted yields and the food supply. In Australia, for example, [increasingly dry conditions](#) impact what farmers there can produce and export.

Companies can unleash the power of digital to bolster supply chains and optimize assets to support farmers. Blockchain technology will play an increasingly crucial role in enhancing traceability and transparency. Furthermore, supply chain optimization will be facilitated through the integration of sensors, which monitor factors such as temperature, humidity and transportation conditions. These sensors provide real-time data, enabling proactive decision-making and minimizing spoilage and waste. Additionally, predictive analytics algorithms can forecast demand, enabling more efficient inventory management and distribution.

By employing these tools, the agriculture sector can build robust, resilient and efficient supply chains that promote both quality and reliability for farmers and demand-side customers alike.

# ● Driving customer lifetime value

“ How can digital solutions promote sustainable food at the right price point? ”

## MEET CUSTOMER EXPECTATIONS REGARDING SUSTAINABILITY—BUT AT THE RIGHT PRICE POINT

An estimated [65 percent of consumers](#) want access to sustainable sources of food, which includes, but is not limited to, organic and ethically grown produce, eggs and meat. At the same time, price volatility—exacerbated by high inflation and unstable supply chains—has strained demand-side customers’ wallets and farmers’ bottom lines. Prices in the United Kingdom, for example, [grew 19 percent](#) in April 2023. High prices have occurred just as [farmers’ dollar share](#) of yields has hit historic lows in recent years.

Though prices are easing, the last several years have taught an important lesson: Sustainable food options must also be commercially viable to support both growers and customers. How can digital solutions promote sustainable food at the right price point?

Farmers and organizations can use digital platforms and tools to connect directly with customers, thereby saving costs in the value chain. This will put money back into farmers’ pockets and equip them with savings that they can then pass on to customers, who would avoid paying marked-up prices in grocery stores. Growers can also rely on real-time data and insights to help them refine operations and reduce waste so that they can maximize yields. In the U.S., such direct-to-consumer sales [generated \\$9 billion](#), and that number will likely grow as customers increasingly seek out local and sustainable food options.

Additionally, in-store digital solutions may include real-time price monitoring and adjustments that alert customers to the availability of surplus food, rewards programs to receive discounts on sustainable food and QR codes that provide insights into food provenance.

Ultimately, digital solutions can help agribusinesses and growers ensure that sustainability is not only a lifestyle—it is a way of making food both profitable and affordable.





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## Sowing success in 2024 and beyond

The agriculture sector is poised for growth in 2024, even as it faces new challenges.

However, agribusinesses have an opportunity to design solutions that speak to farmers' needs by helping them enhance productivity, profitability and sustainability. In this way, they can help maximize

farm operations, adopt sustainable practices and meet customers' expectations.

Digital business transformation enables efficient and sustainable practices. By adopting digital tools and processes, agribusinesses and farmers can streamline operations, improve decision-making and better serve their customers.

# Next starts now.

Contact one of our industry experts to assess how your unique business can apply these insights to realize high-value outcomes.



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