Column 5

The Stable Delivery of Crops through the Agriculture Cloud

Things we consume everyday, like rice, vegetables and fruit are produced based on the expertise and know-how of experienced farmers. Fujitsu is currently striving to bring agriculture to the next level as an essential part of our mission in realizing a "Human-Centric Intelligent Society" through the innovative application of ICT.

For example, our agriculture cloud collects the temperature, amount of sunlight and water from numerous sensors set up in the farms. The GPS and surveillance cameras also record crop growth and farming operations. The information accumulated in the server and storage system is then analyzed and available to view from our personal computers. Through this process, veteran farmers are not only able to recognize patterns and standardize operations but they can also pass information onto farmers with less experience.

Fluctuation in market prices due to external factors such as climate has always made it difficult for farmers to optimize operations. Capturing objective data through the use of ICT will not only increase efficiency but motivate farmers to delivery more stable crop levels to consumers.

Traditionally close coordination between agricultural production and food manufacturers was required to assess quality preservation, delivery periods and quantities. This process often consumed a significant amount of time and money. However, leveraging FUJITSU's ICT this information process has since been connected, starting with the crops, through the factories and to the grocery stores. As a result, we have now established a stable supply of produce creating greater stability across the whole industry. FUJITSU and our agricultural cloud service will continue to support society's appetite and agriculture business.