

WEBINAR:

Curious About AI in Ag?

August 7, 2025

11 a.m. (PT) / 12 p.m. (MT)

1 p.m. (CT) / 2 p.m. (ET)

Moderator and Keynote Speakers



Jacqui Fatka
Lead Economist,
Farm Supply and Biofuel,
CoBank Knowledge Exchange



Lawrence King
CEO,
Headstorm



Tom Altman
Fractional Chief
Technology Officer,
Altus CXO



Rhishi Pethe
Managing Partner,
Metal Dog Labs, LLC

Bio: Rhishi Pethe



Current

- Advisory and Analysis (**Metal Dog Labs**) firm focused on **product, & technology strategy** for food and ag
- Newsletter "**Software is Feeding the World**" (AgriFoodTech), podcaster, book author
- Founding member of **AgTech Alchemy** community
- Book "Global Perspectives in Digital Agriculture"



Experience

- **25 years** in tech
- Google (Mineral), Climate Corp (Bayer), Amazon
- Two **startup exits** and one spin-out
- Supply chain expertise - grocery retail to farming
- Working with **ML/AI for the last 10 years**



Amara's Law

"We tend to overestimate the effect of a technology in the short run and underestimate the effect in the long run"

Roy Charles Amara (7 April 1925– 31 December 2007) was an American researcher, scientist, futurist and president of the Institute for the Future best known for coining Amara's law on the effect of technology

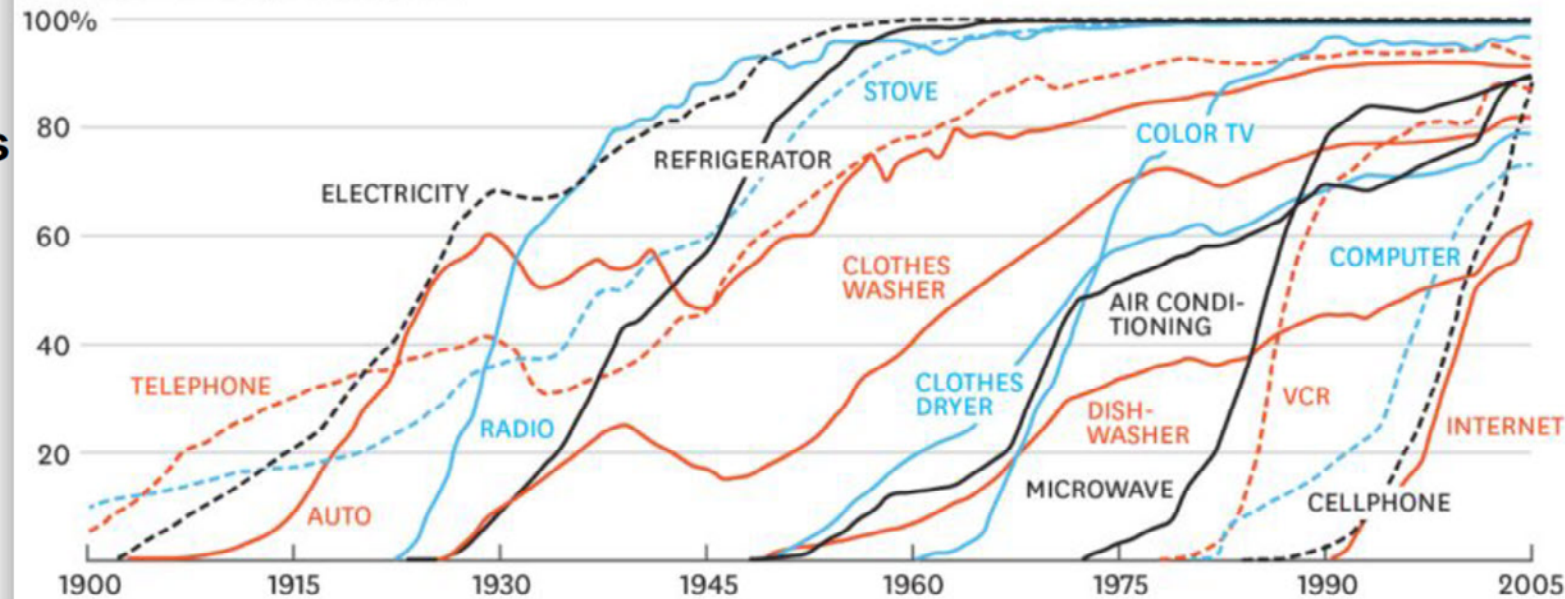


Adoption of new technologies

Adoption of consumer technology is accelerating

CONSUMPTION SPREADS FASTER TODAY

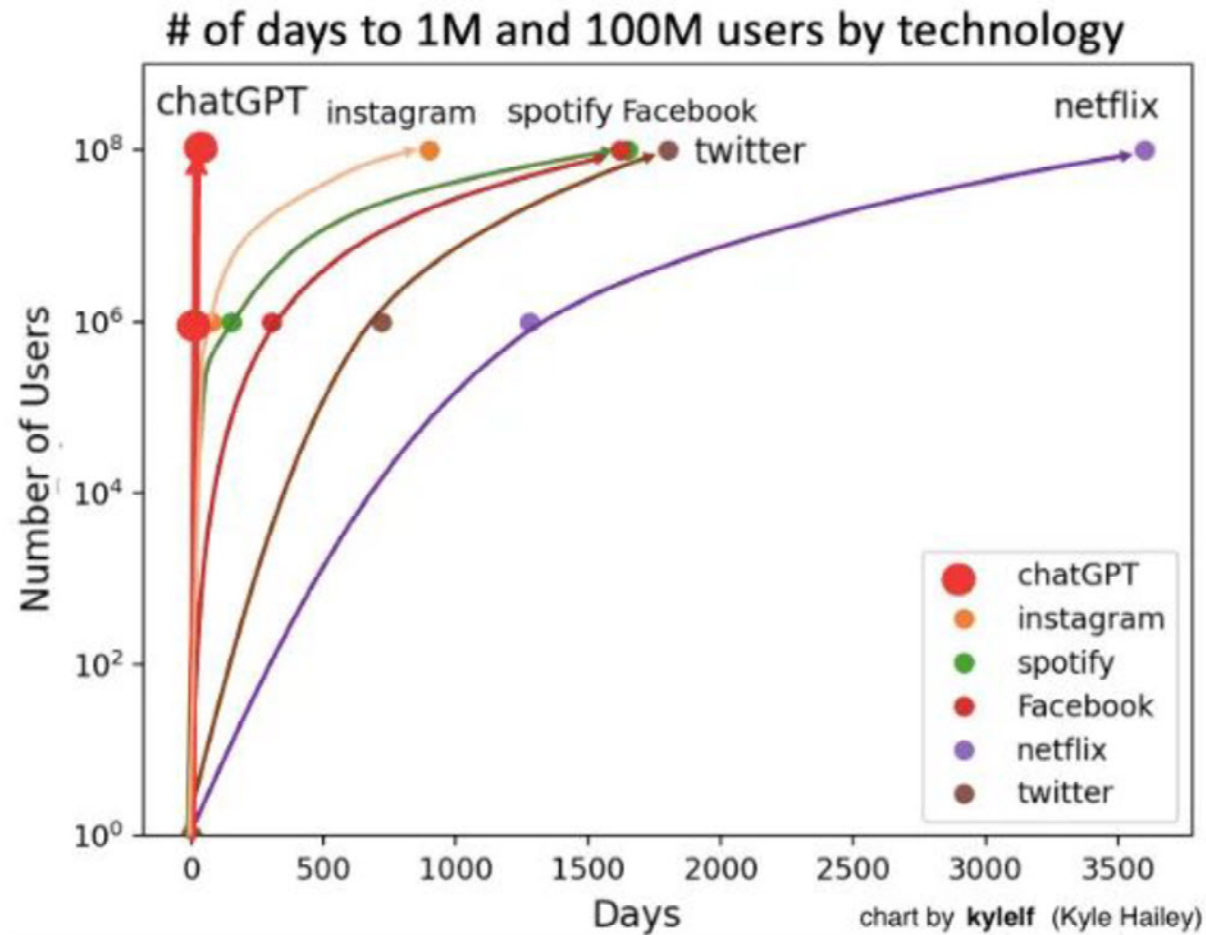
PERCENT OF U.S. HOUSEHOLDS



SOURCE NICHOLAS FELTON, THE NEW YORK TIMES

HBR.ORG





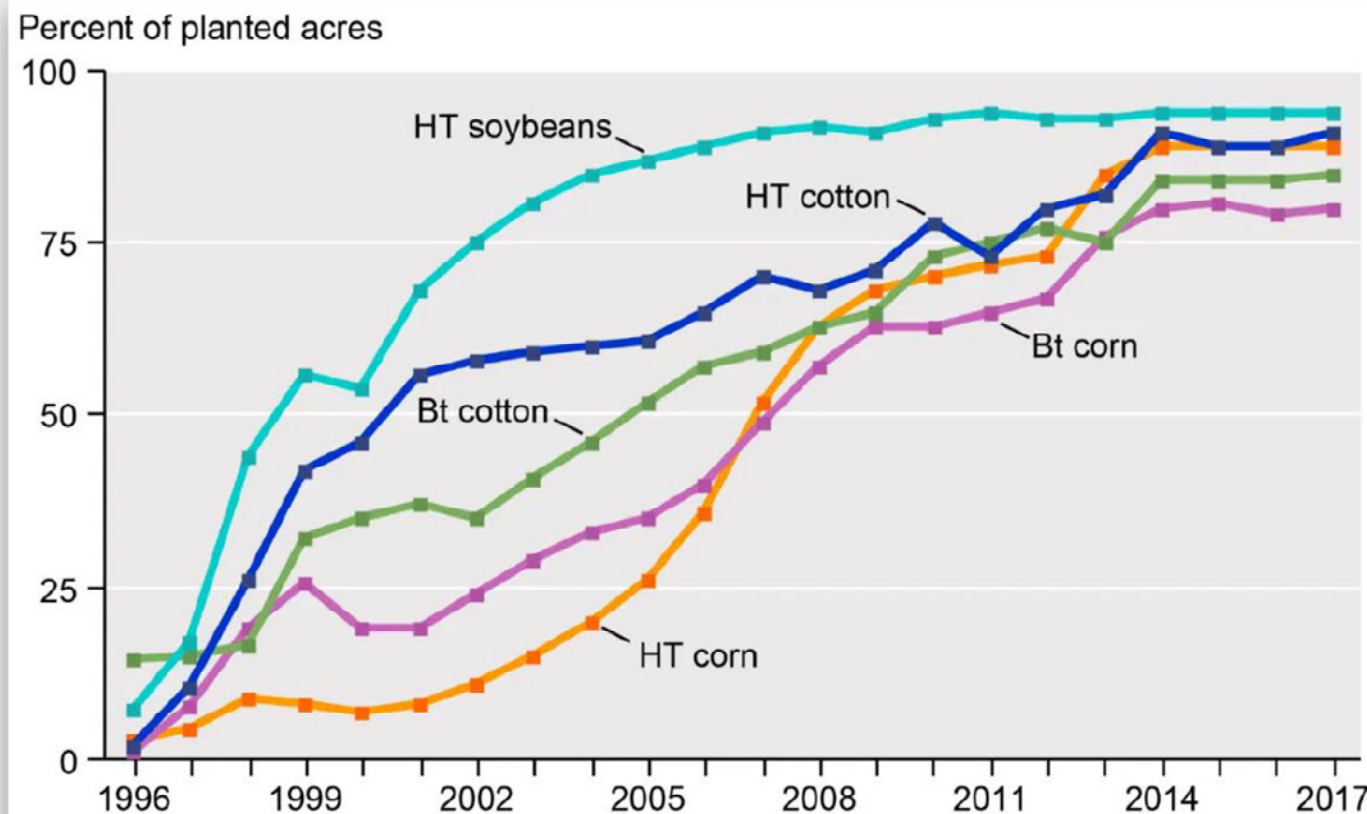
Adoption of new technologies

Digital consumer technology adoption is insanely fast



Adoption of new ag technologies

Faster adoption of physical compared to digital technologies



Data for each crop category include varieties with both HT and Bt (stacked) traits.
Sources: USDA, Economic Research Service using data from Fernandez-Cornejo and McBride (2002) for the years 1996-99 and USDA, National Agricultural Statistics Service, *June Agricultural Survey* for the years 2000-17.

