

Assignment 4-reflection

From the industrial talk, I have learned the importance of integrating technology and agriculture to address critical challenges in the fresh produce supply chain. The use of vertical farming technology to create an urban farming solution not only tackles the issues of limited options and substandard quality but also aligns with the current trend of sustainable and localized production. The incorporation of IoT solutions and Alibaba Cloud services for real-time information is a testament to how technology can enhance user experience and operational efficiency in the agricultural sector.

I hope the speaker can provide more detailed explanation into strategies for farming efficiently with technology and elaborate on more business strategies to facilitate the expansion of their business. Specifically, I am interested in how they plan to expand their target customer base particularly individuals leading a healthy lifestyle in condominiums and residential areas because I think it seems limited.

In conclusion, I-Farm clearly shows how innovative use of technology and agriculture can revolutionize traditional industries for the better. Its success not only in business performance but also in potential to serve as a catalyst for positive environmental, social and economic change.