

# Exploratory Stakeholder Survey (n=8)



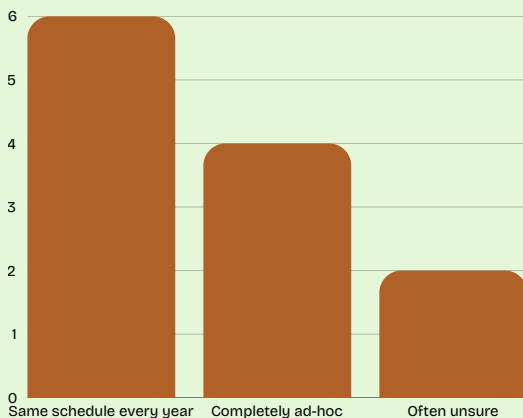
We asked vegetable producers

- anonymous survey
- 3 lettuce producers
- 5 potato producers



75%+ highlighted economic pressure from **weather variability** and fertilizer **costs** as the most critical challenges during the growing season

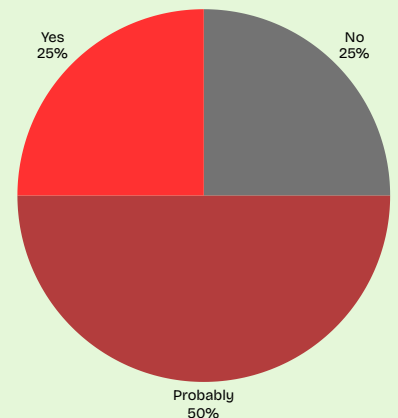
When it comes to fertilisation and irrigation timings...



No farmers (n=8) think their strategies are perfect.

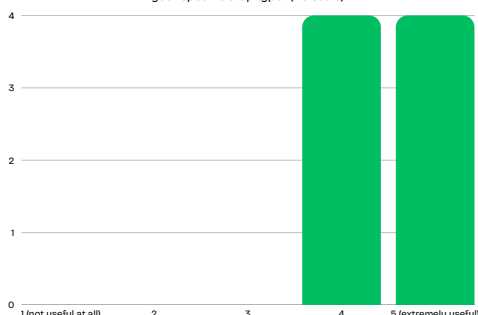
Only 25% can confidently report no yield reduction or extra costs due to bad timings

Experienced yield reductions or extra costs due to bad timings



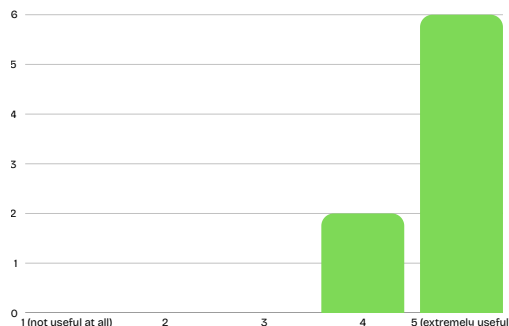
All vegetable producers asked (n=8) would find weather and crop-based automation of scheduling and crop image classification useful.

How valuable would you find a mobile app that calculates the ideal days for irrigation and fertilization in the next 2 weeks considering weather data and your specific crop type? (1-5 scale)



All of them would be willing to pay for it monthly

How valuable would you find a mobile app that judges nutrient deficiency of your plant based on uploaded images? (1-5 scale)



How much would you pay monthly for such an application?

