ORACLE

Oracle AI Playbook

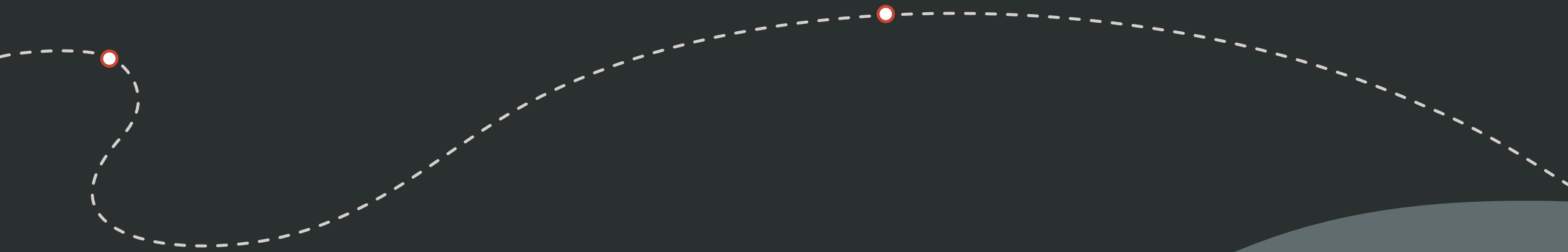
For Agriculture

Enabling a resilient and modern organization for the journey ahead

Agriculture

Agriculture companies are facing a challenging business environment driven by rapid changes in costs, regulations, workforce availability, and customer expectations. Due to multiple constraints—such as data and organizational silos; data quality and integrity; and regulatory, privacy, and security requirements—business processes do not yet sufficiently provide timely, actionable insights that inform decision-making and, in turn, positively impact revenue.

A new data-powered business model that links cloud computing, machine learning, and artificial intelligence is reshaping the industry. This new paradigm has the potential to create a more responsive industry based on improved visibility and more adaptive processes powered by ongoing innovation.



Copyright © 2026, Oracle and/or its affiliates

Key imperatives for agriculture

1. Evolving customer expectations
2. Supply chain optimization
3. Driving faster innovation
4. Competition for talent
5. Compliance with regulatory and sustainability commitments
6. Grower management and accounting

Copyright © 2026, Oracle and/or its affiliates

Forces shaping the agriculture industry

Industry challenges

Evolving customer expectations

Address changing consumer sentiment—sources, GMO, demographics, response time

Supply chain optimization

Respond to demand and supply variability. Evolving automation and capabilities

Driving faster innovation

Continuous packaging adjustments, sizing, sustainability, consumer demands

Competition for talent

Manage employee turnover, training, and oversight

Compliance with sustainability and regulatory commitments

Regulatory compliance including reporting and track-and-trace

Grower management and accounting

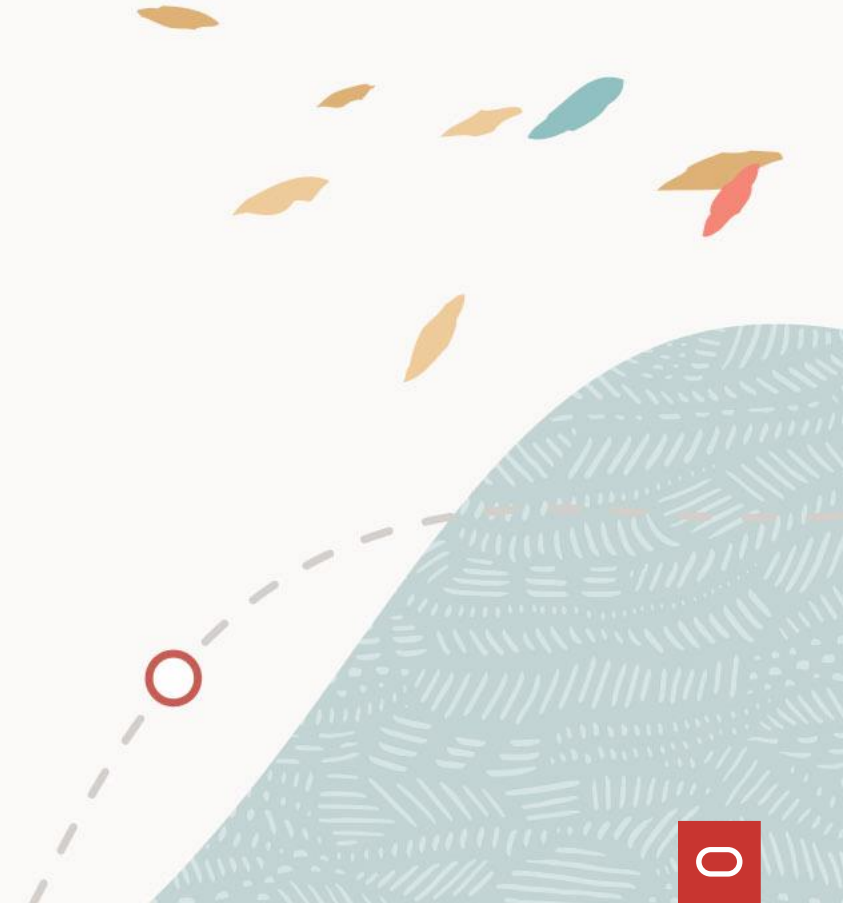
Managing complex ownership and supply chains

Copyright © 2026, Oracle and/or its affiliates

Forces shaping the agriculture industry

Vision of success

1. Turbocharge customers interactions ❯
2. Improve supply chain efficiency ❯
3. Improve innovation and insights ❯
4. Transform the workforce ❯
5. Achieve sustainability excellence ❯
6. Streamline complex accounting ❯
7. Starting your journey ❯



Copyright © 2026, Oracle and/or its affiliates

1: Turbocharge customer interactions

Efficiently reach your target market, track omnichannel engagement, enable AI-driven responses to standard internal and external inquiries, enhance customer service speed, and maintain close control over discounting and profit margins.

Recommended actions:

- Create a cohesive customer experience that spans all channels.
- Hyper-personalize customer interactions in all channels.
- Improve targeting and management of customer opportunities and profitability.
- Use agentic AI to help improve critical sales and marketing processes and to flag issues and exceptions to humans.

How to get started:

- Identify disparate sources of customer and product data (e.g., direct consumer if applicable versus food service versus grocer versus farmer).
- Pilot agentic AI for customer service response and resolution including case creation, triage, and suggested actions.

Oracle capabilities enabling strategic goals

Sales | Marketing | Inventory management | Omnichannel | Generative AI | Pricing

Copyright © 2026, Oracle and/or its affiliates

2: Improve supply chain efficiency

Gain more accurate and timely visibility into your supply chain, leverage machine learning to create new plans in response to disruptions, compare alternative scenario outcomes, and quickly communicate updated expectations.

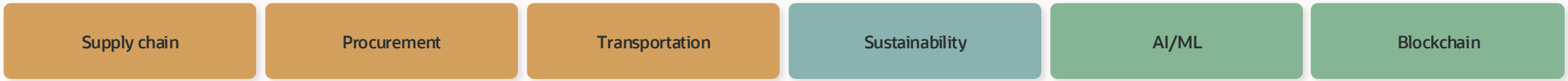
Recommended actions:

- Help improve supply chain effectiveness and agility through AI.
- Use agentic AI to help optimize routes.
- Help improve accuracy of profitability analysis by collating all relevant data sources.

How to get started:

- Use agentic AI to help automate procurement – such as for picking suppliers and analyzing contracts.
- Use AI to provide guidance on internal sustainability policies based on relevant policies, public regulatory inputs, and framework guidelines.

Oracle capabilities enabling strategic goals



Copyright © 2026, Oracle and/or its affiliates

3: Improve innovation and insights

Implement stage-gate innovation project management, streamline online reviews and approvals, clearly define product and quality processes along with expected outcomes, and improve data insights

Recommended actions:

- Manage product innovation with precision.
- Define and manage product quality.
- Connect product information to customer feedback and approvals.
- Use satellite, weather, and field data to make better decisions about crops.
- Build and govern your own AI agents to meet your unique business needs.

How to get started:

- Understand your current sources of product data and where there are gaps.
- Learn how AI and automation can improve accuracy and efficiency.

Oracle capabilities enabling strategic goals

Copyright © 2026, Oracle and/or its affiliates

4: Transform the workforce

Use AI to help modernize and improve employee operations.

Recommended actions:

- Build global consistency at every stage of the employee lifecycle.
- Coordinate teams of specialized AI agents that interpret signals and execute multistep work to help deliver outcomes.
- Advance workforce operations by monitoring enterprise signals and coordinating actions so work can progress without delays.

How to get started:

- Leverage data and analytics for informed decision-making
- Use skills data to better match resources to roles.
- Use AI to help triage and resolve employee issues more quickly.
- Use AI to help keep your organization's skills inventory current and support your talent planning decisions.

Oracle capabilities enabling strategic goals

Human capital management	Agentic AI

Copyright © 2026, Oracle and/or its affiliates

5: Achieve sustainability excellence

Efficiently track sustainability KPIs by integrating with execution systems, generate stakeholder-friendly reports, and address emerging sustainability auditing requirements.

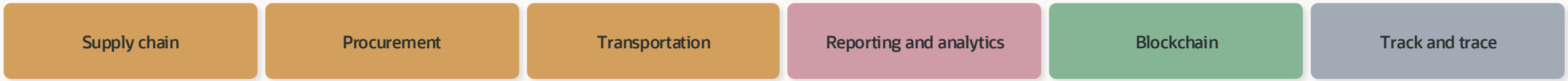
Recommended actions:

- Automate supplier decisions and negotiations best aligned to sustainability strategy through agentic AI.
- Stay ahead of changing global regulations for sustainability and shareholder reporting.
- Analyze how sustainability efforts impact profits and loyalty through connected data across operational pillars.

How to get started:

- Use AI to create stakeholder reports on sustainability.
- Use AI agents to advise on sustainability policies based on existing policies, public regulatory inputs, and framework guidelines.
- Identify data you have and any data gaps to understanding your true sustainability picture.

Oracle capabilities enabling strategic goals



Copyright © 2026, Oracle and/or its affiliates

6: Streamline complex accounting

Manage complex ownership stakes and quality agreements, help ensure accurate contract-based payments, and document planned versus actual outcomes to support grower negotiations.

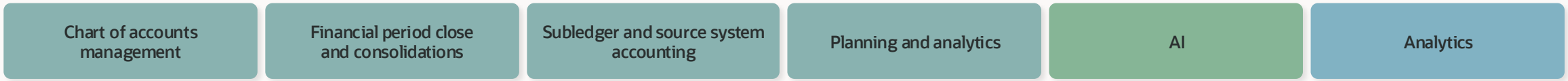
Recommended actions:

- Create a chart of accounts that can accurately manage complex ownership structures.
- Implement smarter planning within your organization by connecting to more relevant data sources such as weather and satellite image data.
- Use agentic AI to investigate GL balances and variances, proactively monitor anomalies, and give visibility across GL, AP, and AR during close.

How to get started:

- Use AI agents to help automate financial reporting and to help empower finance employees to become more strategic.
- Use agentic AI to help process supplier invoices more quickly.
- Use agentic AI to help improve billing and dispute resolution processes.

Oracle capabilities enabling strategic goals



Copyright © 2026, Oracle and/or its affiliates

Internal questions to get going

AI readiness

Where are we using AI today?

Are we able to automate routine work through agentic AI?

Do we enable our employees to use AI in ways that benefit the business?

Sustainability shift

Are we keeping up with new sustainability demands from regulators and customers?

Can we measure sustainability?

Do we know how to be sustainable and profitable at the same time?

Finance and profitability

Are we able to get strong insights into our real-time financial and profitability picture?

Are we able to plan accurately using data such as weather and satellite images?

Are we able to accurately measure product and customer profitability?

Supply chain

What are the biggest regulatory and compliance risks we often face?

Can we adequately manage complex supplier relationships?

Where can we benefit the most from automation?

Copyright © 2026, Oracle and/or its affiliates

The Oracle AI Advantage

Connect industry and enterprise processes, trusted data, AI, and cloud infrastructure to improve outcomes.

Oracle Applications

Agentic Applications • AI Agent Studio

Industry Applications

- Capital Projects and Construction
- Retail
- Utilities
- Health and Life Sciences
- Restaurants
- Communications
- Financial Services
- Hospitality
- Public Sector

Enterprise Applications

- Enterprise Resource Planning
- Human Capital Management
- Customer Experience
- Supply Chain

Data Intelligence – Fusion • NetSuite • Industry • Health

AI Database & AI Data Platform

- Multicloud AI Database
- Autonomous AI Database
- Autonomous AI Lakehouse
- Semantic Engine
- Analytics
- GenAI Service

Oracle Cloud Infrastructure

AI Services – Governance • OCI Enterprise AI • Accelerator Packs

- Compute • Networking • Storage
- Supercluster

Public Cloud • Dedicated Cloud • Alloy • Sovereign Cloud • Government Cloud

Copyright © 2026, Oracle and/or its affiliates

Additional ways Oracle serves Agriculture

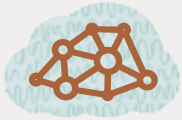
Complete Capital Program Management

Support project governance, visibility, and performance across capital project portfolios. Proactively address project risk, manage change, and sharpen decisions from ideation and planning through execution and asset operation.

Intelligent Communications

Connect unified communications, contact centers, carriers, security, compliance, and AI across hybrid and multicloud environments. With open, policy-driven orchestration, you retain carrier control, preserve dial plans, and unify security and compliance.

Connected Agricultural Operations



Connect farm equipment, field sensors, irrigation systems, and operational platforms to collect telemetry, enable digital twins, and transform real-time operational data into actionable insights. Improve crop yields, help optimize resource utilization, support predictive equipment maintenance, and enable precision agriculture practices that increase sustainability and operational efficiency.

Copyright © 2026, Oracle and/or its affiliates

Why Oracle?

Complete Suite

Best-of-breed apps designed and built based on customer needs—with AI throughout.

Industry-specific apps, finance, HR, supply chain, manufacturing, marketing, sales, service, and analytics built to work together.

Best Cloud Technology

Next-generation Oracle Cloud Infrastructure (OCI) with the performance, security, and availability to run your mission-critical operations.

Cloud regions worldwide for commercial and government needs.

Award-Winning Design

Award-winning consumer-grade+ user experience built with Redwood Design System.

The same tools for all developers to easily personalize, extend, and build applications.

Self-learning and self-improving applications.

Committed to Your Success

Oracle Customer Success Services helps you maximize your cloud investment with proactive support, expert guidance, and comprehensive tools and best practices.

Copyright © 2026, Oracle and/or its affiliates

Oracle AI Success Navigator

Unlocking the Full Potential of Oracle Cloud Applications with AI-Driven Best Practices

Achieve cloud transformation objectives

Leverage Oracle standards with AI guided actions, role-level ownership, and accountability across your team, Oracle, and your SI

Make confident design decisions

Oracle Modern Best Practice and Oracle University learning modules deepen understanding and reduce customization risk, while hands-on practice through Starter Configuration helps drive experience-based decisions

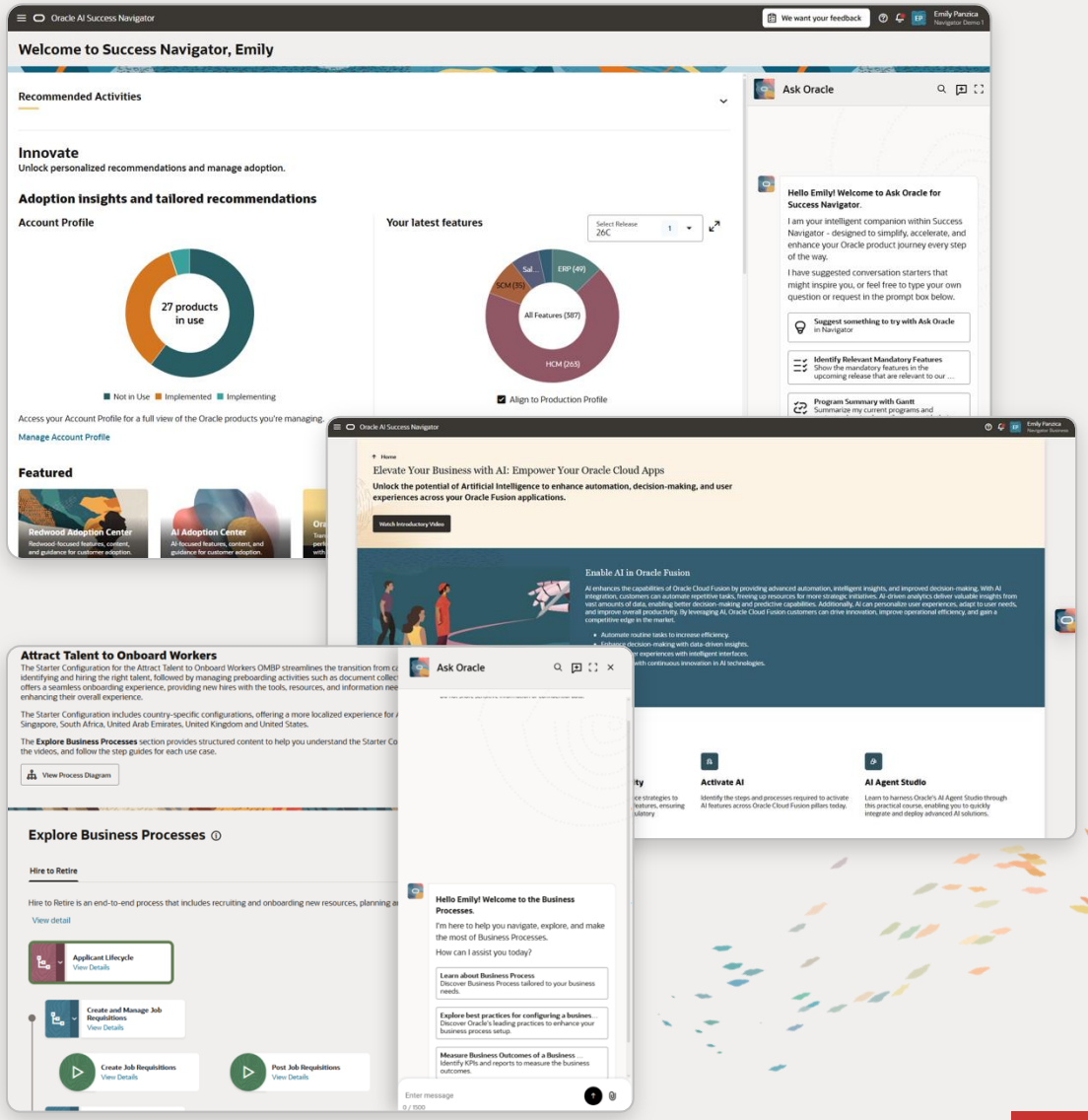
Increase your investment's value with AI innovations

Accelerated process optimization and AI-driven recommendations maximize value of your Oracle investment, while consolidated release materials with customizable adoption roadmaps drive business and IT alignment

Leverage AI every step of the cloud journey

AI agents shape your journey and provide strategies for ongoing evolutions, so teams can focus on the differentiating, higher-value work

ORACLE
AI Success Navigator



Copyright © 2026, Oracle and/or its affiliates

Co-innovate with Oracle to turn business challenges into AI solutions

Oracle's AI co-innovation motion brings Oracle product engineers, industry experts, and adoption expertise together with customer teams.

Bring your AI use case

Solve priority problems with measurable value

Co-innovate in pods

Partner with experts to understand workflow, data and requirements

Prototype-pilot

Build quickly and prove impact against KPIs

Sustain innovation

Evolve validated solutions beyond the pilot

Customer outcomes

Working production solution

A priority workflow built and run in your environment

Measured value

Progress tied to a North-Star KPI, not just a demo

Enterprise-ready execution

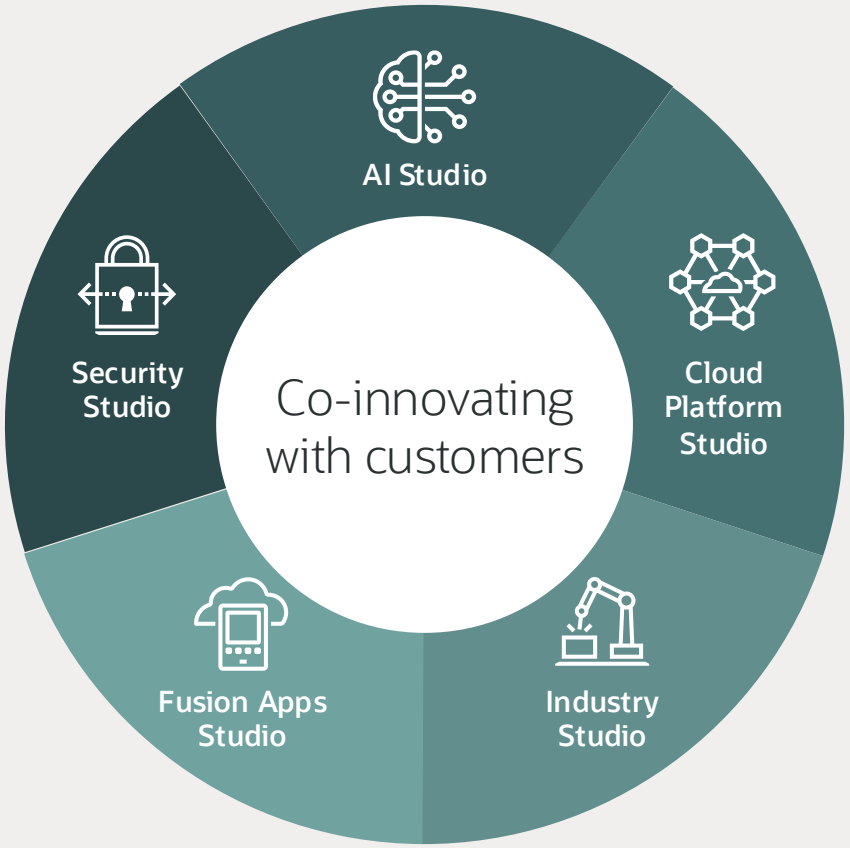
Security, run-readiness guardrails and full telemetry

Direct product influence

Validated learning informs reusable capability and future product direction

Copyright © 2026, Oracle and/or its affiliates

Driving value realization with CSS innovation studios



Accelerate Value Realization

Optimize business processes, minimize human error, and streamline labor-intensive tedious tasks through customer-centric industry solutions

Drive Innovation Adoption

Leverage Design Thinking workshops and MVPs to prioritize Oracle innovations and AI relevant for your business and then scale to production

Maximize Investment

Gain the benefits of AI, data infrastructure, and applications with CSS solutions, best practices, and guidance

Delivery Advantage

FDE approach blends functional, technical, and AI specialists to accelerate end-to-end delivery—from business design to scalable, value-led deployment.

Copyright © 2026, Oracle and/or its affiliates

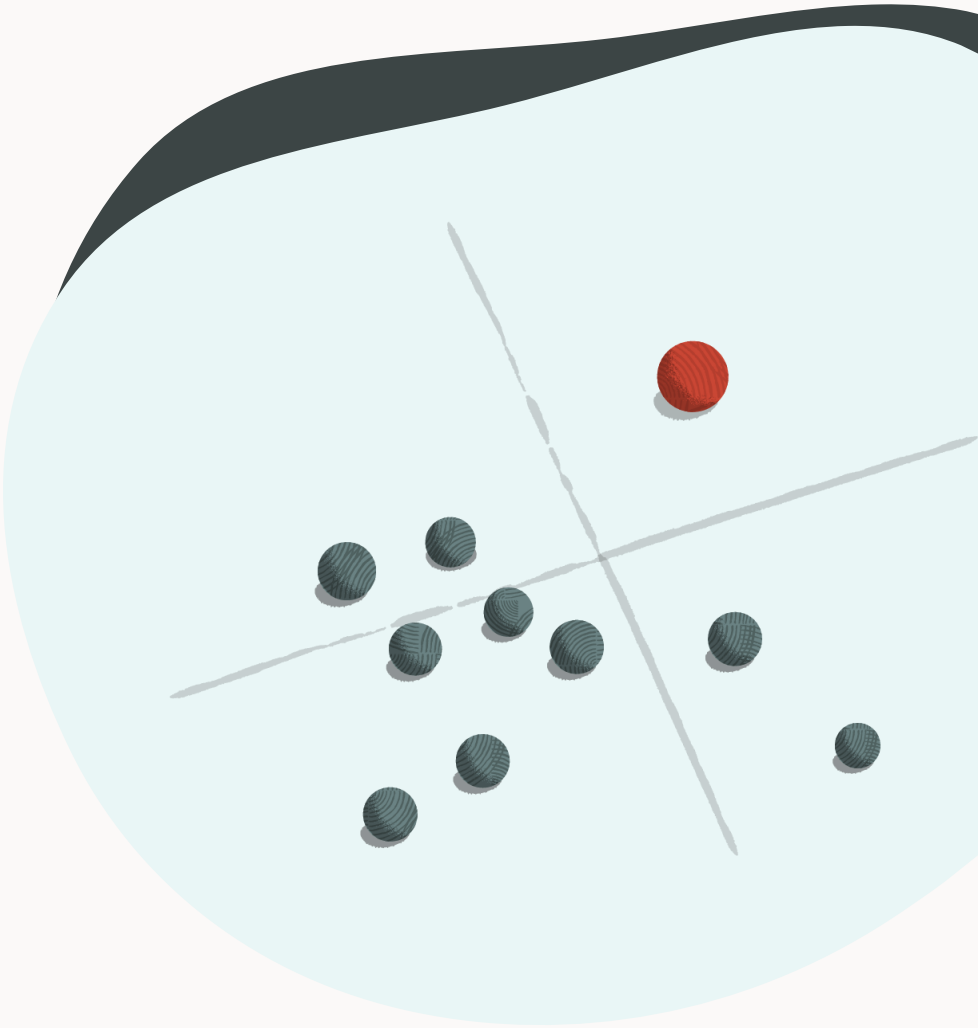
Extensive partner ecosystem

+20,000

Partners and ISVs

Copyright © 2026, Oracle and/or its affiliates

Consistently recognized leader in industry analyst reports



Discover the latest reports, research, and news from top analyst firms such as Gartner, IDC, Forrester, and Omdia.

Visit oracle.com/corporate/analyst-reports

Copyright © 2026, Oracle and/or its affiliates

Take the next steps to move forward

To learn more, please visit:

oracle.com

Copyright © 2026, Oracle and/or its affiliates