

What farmers can learn from restaurants

In the latest episode of Tech Talk by Rabobank, Wes Lefroy, an agricultural analyst from Rabobank Australia is joined by Paula Savanti, New York-based senior analyst for Consumer Foods.



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"Dining on data" is the theme of the conversation and Wes and Paula have a discussion on how restaurants are implementing data in marketing, and how this affects their strategic and operational decisions. They talk about the lessons farmers can learn from this.

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