



## **ALISTAIR KNOTT | PRECISION AGRICULTURE DEVELOPMENT DIRECTOR**

*Proagrica (part of Reed Business Information Ltd.)*

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Alistair Knott is the Precision Agriculture Development Director for Proagrica. He has spent his entire 30 year career in the sector including farming in the 1980's, commodity trading in the 1990's and in the 2000's was part of the team who developed the most successful grain merchanting, crop input distribution and agronomy business in the UK.

From 2005, Alistair also held a Non-Executive Director role for Cargill with F4F Agriculture, a global supply chain data integration business. In 2014, with Agriculture embracing farm-based data as a new productivity tool for farmers, he joined F4F full-time as their Precision Agriculture Development Director. As F4F's global expertise and reputation in Agri-data management grew, it was subsequently acquired by RELX in 2015.

Alistair continues to work with all sectors of Agriculture for RELX under their Proagrica brand to access and leverage data that can increase productivity and profitability.