



Legal Watch

DTI: JAPANESE FIRM EXPLORES AI-DRIVEN AGRICULTURAL OPERATIONS IN PH BANANA INDUSTRY



Photo Credit:
PNA GenSan file photo

SUMMARY

The DTI announced that Japanese agri-tech firm E-SupportLink Ltd. is exploring a long-term expansion of its artificial intelligence (AI)- and drone-enabled agricultural operations in the Philippine banana industry. The initiative builds on the company's existing collaboration with the Department of Agriculture, the Department of Science and Technology, and banana-industry groups in Mindanao.

The project uses drones, AI-assisted image analysis, and digital monitoring systems to support real-time plantation monitoring, early disease detection, and improved farm management. A principal focus is the early identification of Fusarium infections, which can materially affect banana yields and plantation operations. According to DTI, the technology may help growers identify affected areas more quickly, improve productivity, and reduce operational disruptions.

Discussions also covered the possible future use of similar technologies for coconut, cacao, pineapple, agricultural logistics, and broader farm digitalization.

ACTIONABLE ADVICE

Agricultural cooperatives, exporters, and agribusiness operators should monitor pilot projects and partnership opportunities involving AI-based crop monitoring, drone services, and disease-management systems.

Businesses evaluating these technologies should first assess data availability, farm connectivity, staff capability, drone-operation requirements, and the expected cost-benefit of implementation.

* Agency Name

Department of Trade and Industry (DTI)

* Issuance Title

DTI: Japanese firm explores AI-driven agricultural operations in PH banana industry

* Issuance Date

01 June 2026

* Link

<https://www.dti.gov.ph/dti-latest-news/dti-dti-japanese-firm-explores-ai-driven-agricultural-operations-ph-banana-industry>

