

STUDY HIGHLIGHTS



U.S. Precision Agriculture Maturing

Strategic Imperatives in an Era of Pervasive Connectivity

High expectations from farmers

Adoption rates for precision agriculture equipment and technologies continue to soar, with farmers using these new tools to change how they approach decisions for their operations.

U.S. Precision Agriculture Maturing: Strategic Imperatives in an Era of Pervasive Connectivity is a new multi-client study from Entira that examined how these technologies provide opportunities and challenges for agribusinesses. This research followed a 2011 study titled “At a Crossroads,” which tracked expectations and adoption of precision ag technology. The new study focused on how those expectations are changing as the industry rapidly matures and farmers are becoming increasingly connected 24/7 through hi-speed internet, wireless capabilities and smartphones.

The study tracked adoption and perception of precision agriculture, as well as delved into key findings uncovered in earlier research programs.

Research scope

The study focused on crop producers with acreage of at least 500 acres in four key geographies: Midwest, Southwest, Southeast and Delta.

The multi-client study focused on several key areas:

- Analyzed adoption of specific precision ag technologies, and grower perception of each
- Explored growers’ expectations for future benefits of precision ag technologies
- Analyzed perception of leading companies and brands in precision ag
- Explored grower’s attitudes toward sharing data and trust with companies and suppliers
- Identified priorities for the future

Contact

To discuss the details of the study and opportunities to purchase results or subscribe to future studies, contact Mike Karst at 901-734-3245 or mkarst@entira.net.

Study methodology

- Completed in-depth qualitative interviews with 28 thought leaders, experts, downstream partners and majority adopter farmers
- Completed quantitative surveys with 200 field crop growers in 17 leading crop production states, with an average of nearly 1,200 acres
- Analyzed cross tabs of key data points

Timing

Research was conducted in the spring and early summer of 2013.

Study highlights

The study focus was driven by multi-client study subscribers and themes determined by Entira.

The study included demographic benchmarking, including harvested acres and crops, age, employees, hours spent supervising and operating equipment.

The research uncovered insights into how today’s growers are integrating precision ag into their operation and their expectations for the future.

Changing How Decisions are Made. Results showed a shift in how growers are using precision ag data and tools in their decision making processes.

Expectations of Sales and Service Providers. The study explored barriers to purchase for technologies, and the expected level of service and support.

Shifting Entry Points for Technologies. The benefits of precision ag technologies are specific to each grower. As the product options widen, so are the ways each grower chooses his technology package.

Trusted Partners and Data Sharing. The study explored grower perceptions of leading companies and attitudes toward data sharing and partnerships.