

Precision Agriculture and Big Data

Charting the Oceans of Opportunity



As adoption of precision technologies soars, so does the challenge of managing the overwhelming mountains of data these high tech tools can provide.

Whether it's in a grower's field or a retailer's office, precision ag and data management service providers are as familiar a fixture as seed and chemical reps. Big data is becoming an important focal point of businesses throughout the ag sector for long-time leading players and startups alike. Who are the key players in precision ag? If you're one of them, what's your position in the marketplace, how are you perceived, and what does your competition look like?

As new entrants step onto the playing field with solutions for acquiring and processing growers' mountains of data, what's their best strategy for getting these solutions to growers? Furthermore, what are the implications for agricultural input providers? As growers process their "big data," it will drive decision making about other products and management practices on their farms.

Ag companies must rethink traditional engagement with growers — everything from sales strategies, to service approaches, product offerings and marketing efforts — bearing in mind the implications of big data.

In September 2014, Entira will launch, "**Precision Ag and Big Data: Charting the Oceans of Opportunity**," a multi-client study to examine the leaders, influencers, alignments and market potential of precision agriculture advancements.

Entira studies conducted in 2010 and 2012 provided subscribers with a bird's eye view of the rapidly changing landscape in the precision agriculture sector. This study examines those subjects as well as other market trends and provides subscribers with an inside look at market needs from the grower's perspective. We are turning the focus to the providers of precision ag tools and solutions that help growers manage their own big data.

A multi-client study allows companies to get unbiased, unfiltered opinions straight from leading farmers at a fraction of the cost of proprietary research.

By jointly funding research, companies can gather important information and save internal resources for program implementation.

Research scope

- Examine how leading row crop and specialty crop growers make decisions about the precision ag technology and data management tools essential for their operations
- Understand who decision makers rely on for information, advice and recommendations
- Understand how farmers currently manage data from technologies and what challenges they face
- Identify how outside factors are impacting grower decision making processes
- Explore how growers perceive companies, service providers and manufacturers in the precision ag market

Study methodology

- Kick-off conference to solicit input and areas of focus from subscribers
- In-depth qualitative interviews with 25-30 key precision ag developers and strategists, as well as leading value chain and downstream players
- Quantitative surveys with 200 producers representing both row crop and specialty crop production
- Participants may also request proprietary questions in both the qualitative and quantitative interviews

Timing

Sept. 15, 2014	Enrollment deadline
Sept. 2014	Kickoff conference
Q4 2014	Qualitative interviews
Q1 2015	Quantitative research
March 2015	Final report

Contact

To discuss the details of the study and request a full prospectus, contact:

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