

Unmanned Aerial Systems in Agriculture

A First Look at How New Advancements Could Deliver Value to Farmers



A new market of possibilities is emerging with the impending commercialization of unmanned aerial systems in agriculture.

Unmanned aerial system (UAS) technologies are some of the most intriguing tools for today's progressive farmer. They promise to drive efficiency by giving farmers more and better data faster to improve decision making. In a matter of minutes, unmanned systems can capture images and collect data on field conditions — data that would take hours and even days to gather by walking through a field.

Used correctly, they can help farmers more strategically and efficiently plan when and where they plant, fertilize, water, treat for diseases, and even harvest crops. That can mean big cost savings for farms, and substantial production gains over the entire industry.

Growers and agribusiness companies are wondering whether now is the time to integrate UAS into their business plans. Some are going all in; others are steering completely clear — at least for the time being.

Undeniably, there are many questions to be answered; rules and regulations are top on the list, followed closely by insurance, privacy, training, and of course data management. What specific issues need to be resolved for growers before they will embrace the technology in their own operations?

In October 2014, Entira will launch “**Unmanned Aerial Systems in Agriculture: A First Look at How New Advancements Could Deliver Value to Farmers,**” a multi-client study to examine the rapidly developing UAS market and explore grower perspectives from key production regions

A multi-client study allows companies to get unbiased, unfiltered opinions straight from leading farmers in key production regions 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

The study will focus on understanding the UAS market from start to finish:

- **Grower readiness:** What will it take to get growers fully on board? How much do they already know? What opportunities and challenges do they see?
- **Grower knowledge of players and products:** What are perceptions of current UAS service providers and equipment manufacturers? Who are trusted partners and influencers?
- **Grower understanding of on-farm uses:** What can unmanned systems do on the farm? How will tools be integrated into farming practices? How can data be made meaningful?

Study methodology

- Kick-off conference to solicit input and areas of focus from subscribers
- In-depth qualitative interviews with 30 industry leaders and strategists in UAS farming, equipment input, seed and financial segments
- Quantitative surveys with 200 producers representing specialty and row crop acres
- Participants may also request proprietary questions in both the qualitative and quantitative interviews

Timing

Sept. 30, 2014	Enrollment deadline
Oct. 2014	Kickoff conference
Q4 2014	Qualitative interviews
Q1 2015	Quantitative research
March/April 2015	Final report

Contact

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

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