

Is the buzz worth it?

Fitting technology into your farm





This is taking too long

[Try reloading](#)

Technology Type



BUSINESS

- Finance/Accounting
- Operation Management
(Equipment logistics, marketing, etc)



AGRONOMIC

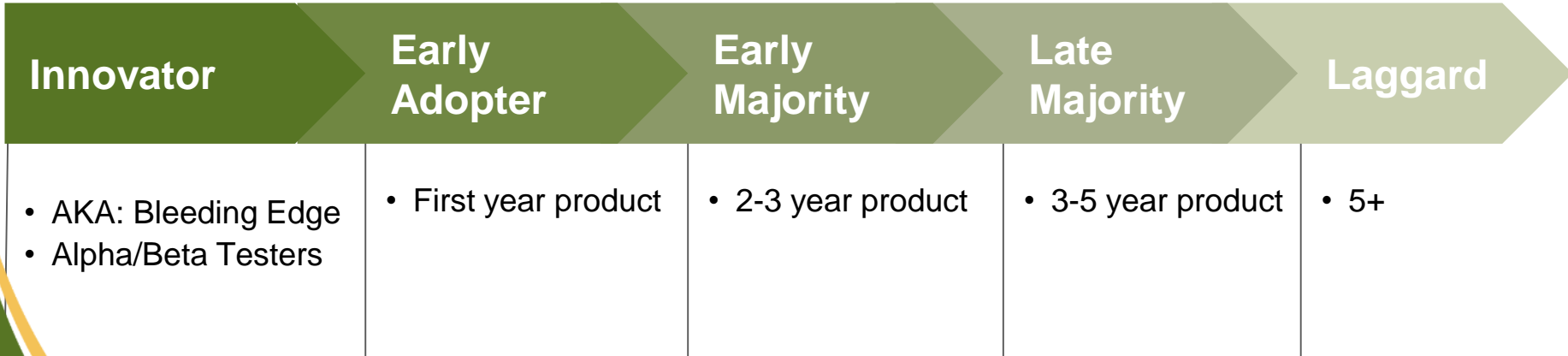
- Seed
- Biologicals
- Fungicide
- Fertility
- Soil Testing
- Drones/Satellite/Aerial Imagery



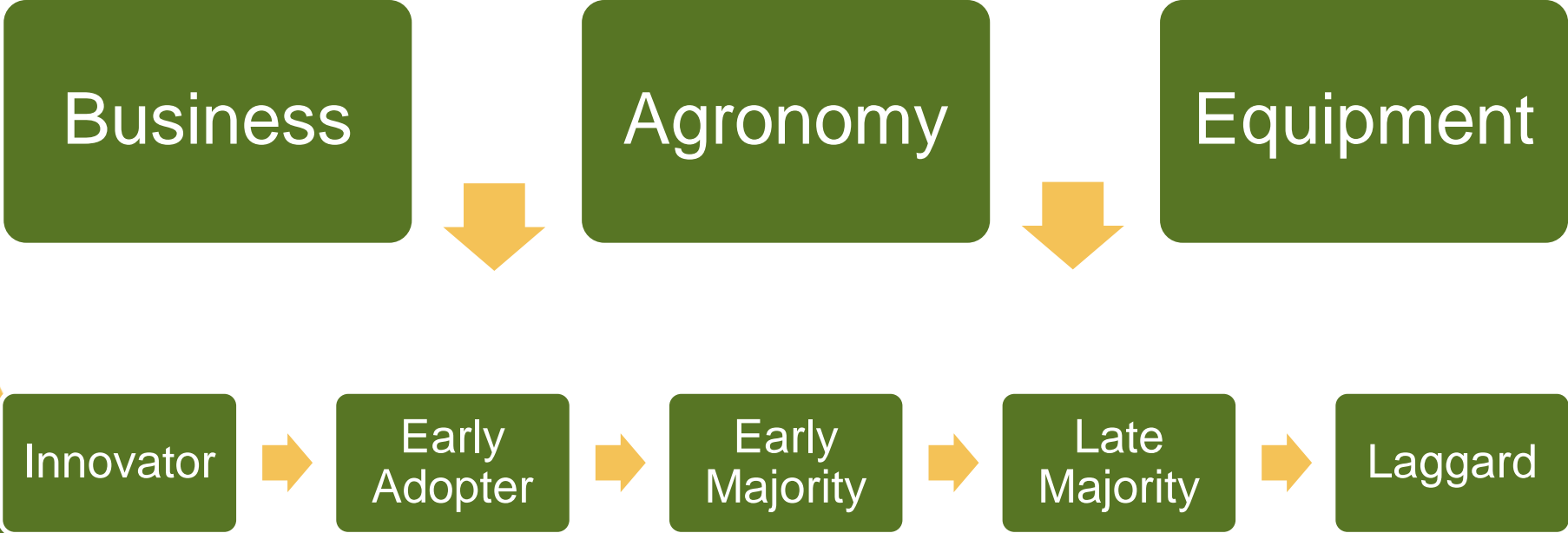
EQUIPMENT

- Planters/Combines
- Bin Sensors
- Drones/Aerial Imagery

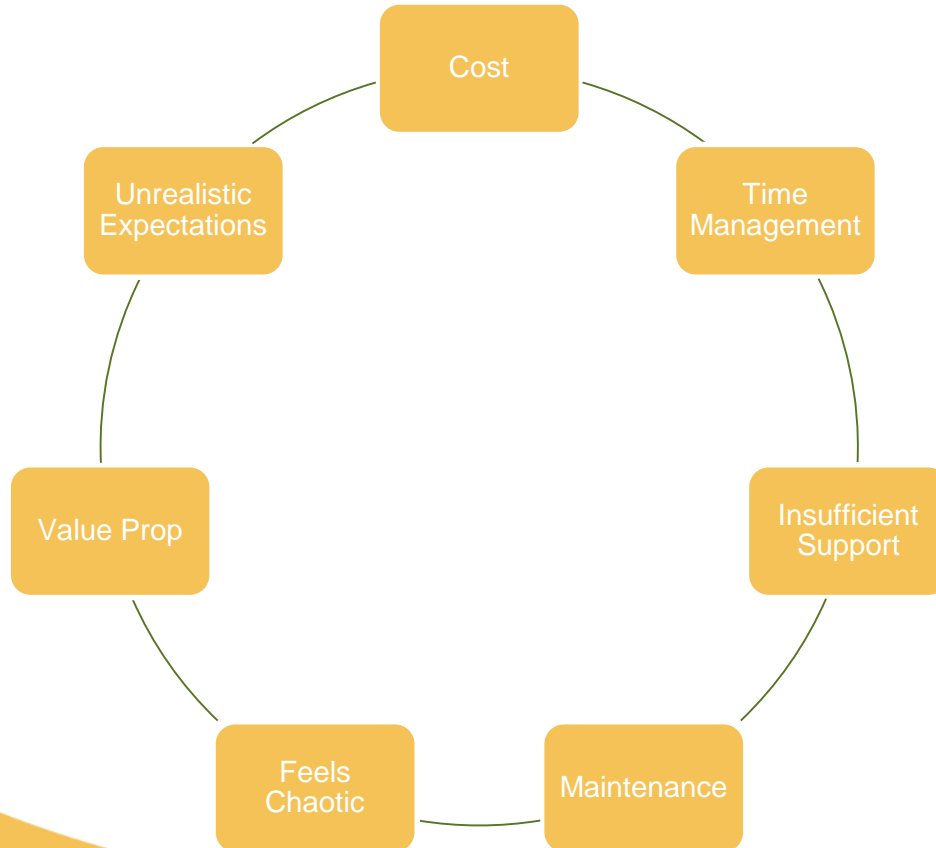
Adopter Type



Evaluate your risk tolerance



Barriers to adoption?



AGTECH LANDSCAPE 2018



In-field Sensors & Systems				Post-Harvest Monitoring & Efficiency			
Automation abundant AROBITE ASI rowbot SWARM TECHNOLOGY atc AGROBOT harvest HARBEST nora ENERGIID harvest COOP Tortuga	UAV for Ag DroneDeploy Agribotix MEASURE Crop Copter senseFly precisionHUB HONEYCOMB DJI	Big Data Aggregators priOps PREMISE FARMERS' BUSINESS NETWORK AGDATA LABELINSIGHT THE CLIMATE CORPORATION AGRIAN CDMS	Livestock/ Herd Management - Software bovcontrol Dairycom DIBPRAD vas DeLaval PasturaMap afimilk	Freshness APEEL SCIENCES bluwrap InspiraFarms Aclartech wisepack hazel technologies LLC	Food Safety Track & Trace FoodLogiQ HarvestMark TRAQION rizepoint Frequentz ORIGIN OF FOOD	Food Recovery IMPERFECT PRODUCE Nothing Goes to Waste FULLHARVEST WISErg CSS SPOILER ALERT	
VRT Applications Ag Leader TRACMAP planttape AgOtter Precision Planting Terramera	Imagery Systems SLANTRANGE GAMAYA planet RESSON GEOSYS TerraVision mavrx	Data Analytics (Platform) AGI agX VIA SCIENCE ClearAg	Animal Health Technologies TL Biobots WASTELINE AgBoost AAD REX COWLAR Moocall VITALHERD	Cold Chain Monitoring controlant BlueGistics FreshSurety PalleTech ColdPICK TELESENSE MOBILE FINE COOLERS Real Time Asset Monitoring	ERP AgCode III conservis AgVision LINKRE IFC SYSTEMS Agri CropIn	B2B Marketplace Maaii hello tractor HARVEST PORT Gold Farm YAGRO AgroStar	
Input Efficiency CiBO itk FARMWORKS Field adapt-N	Field Monitoring Sensors & Solutions AGERPOINT grogoru TARANIS cropX FarmQA SPENSA CROPTIMAL semios ARABLE	Imagery Analytics Orbital Insight intelinAir farmshots prospera	Crop / Farm Management Software ONFARM AGRIBLE smag Agworld SageHarvest FarmersEdge AGVOICE STRIDER iFood FarmLogs	Quality Management AssurX CropTrak AgShift brio	Supply Chain Elemica AGSPRING BLOCKGRAIN ArrowStream ChainPoint prophet iTradeNetwork	Trading & Finance FAMOUS! CountrysideData STORESAFE SOFTWARES justfoodERP ISAGRI AGKNOWLEDGE	
Sensors AquaCheck AquaSpy DAVIS Data Instruments ambar RECAPTOR SENSETECH Sentek SNAPDNA HORTAU SafeTraces Vox RedLine ClimateMinder Tevatronic	Adaptive Irrigation Agro Labs swiim tule Rivulus netirrigate HydroBio HORTAU VAVIATE Tevatronic	IOT Field Monitoring Platforms FARMOBILE YIELD wildeye Farm Solutions PRECOGNIZING AGSENSE	Equipment / Asset Tracking geoforce AgCode III UPTAKE	Supply Chain Analytics ATHENA INTELLIGENCE Agrilarity SHEET ENGINE Clear Labs arc-net sourcemap supplyshift	3rd Party Logistics FLEXE CARO CHIEF agFORCE FLEXPOR FourKites samsara CONVOY AgLOADS	Market Information MERCARIS terva Farm Market AcreValue	

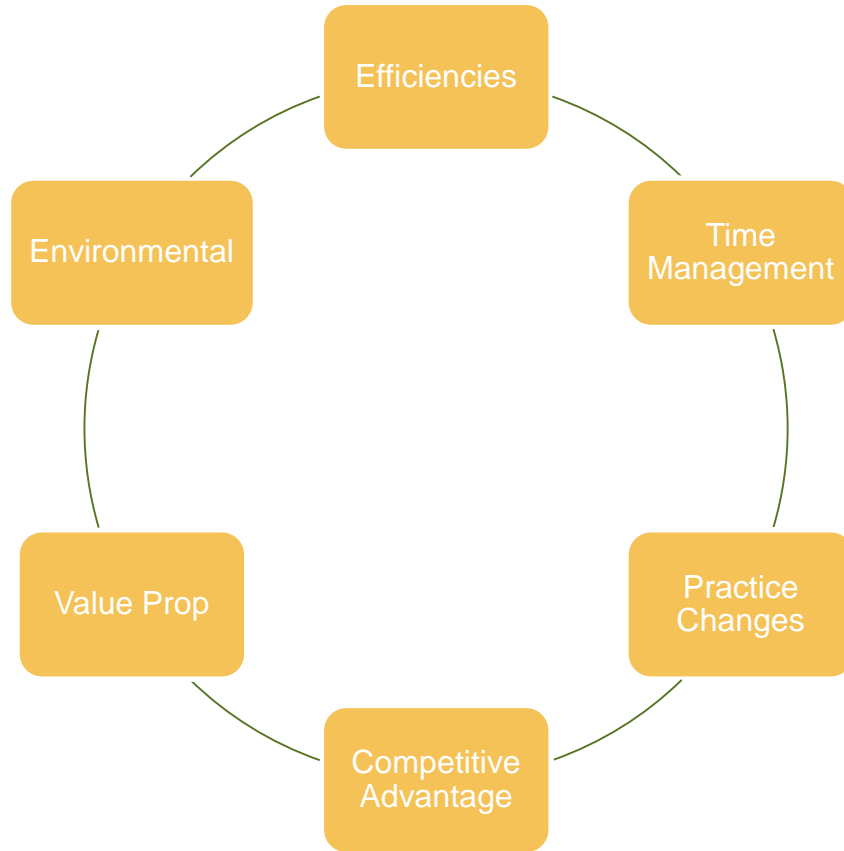
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Opportunities



Evaluating Decisions



Direct

↑



Indirect

↪

Evaluation Checklist

What Can You Improve?



Agronomy



Business Decisions



Seed Selection



Equipment



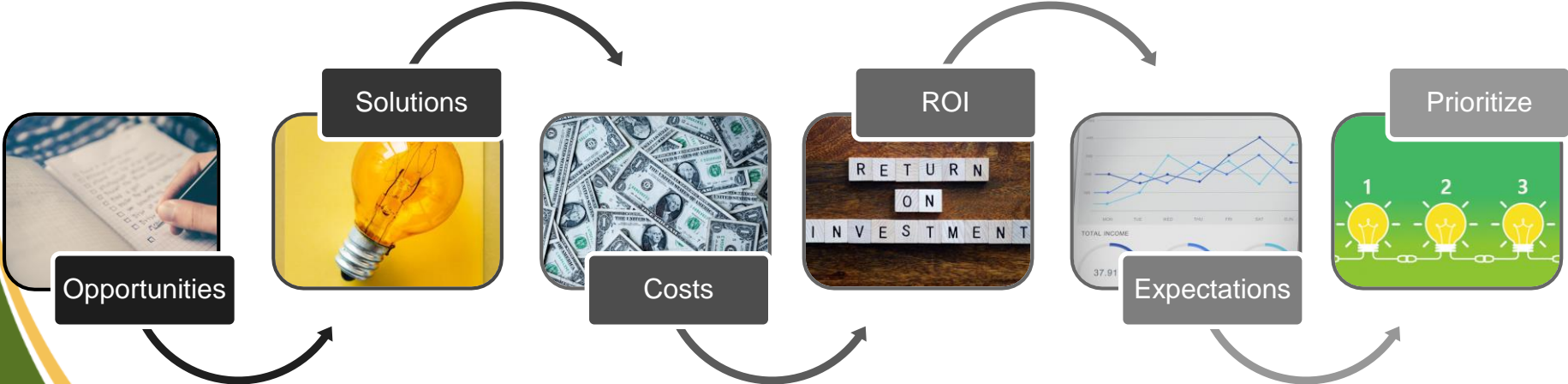
Cover Cropping



No-Till



Evaluation Process



TECHNOLOGY EVALUATION



BUSINESS TECHNOLOGY SOLUTIONS



TYPE	DIRECT/INDIRECT ROI	COST	RETURN ON INVESTMENT (YRS)	RANK

AGRONOMIC TECHNOLOGY SOLUTIONS



TYPE	DIRECT/INDIRECT ROI	COST	RETURN ON INVESTMENT (YRS)	RANK

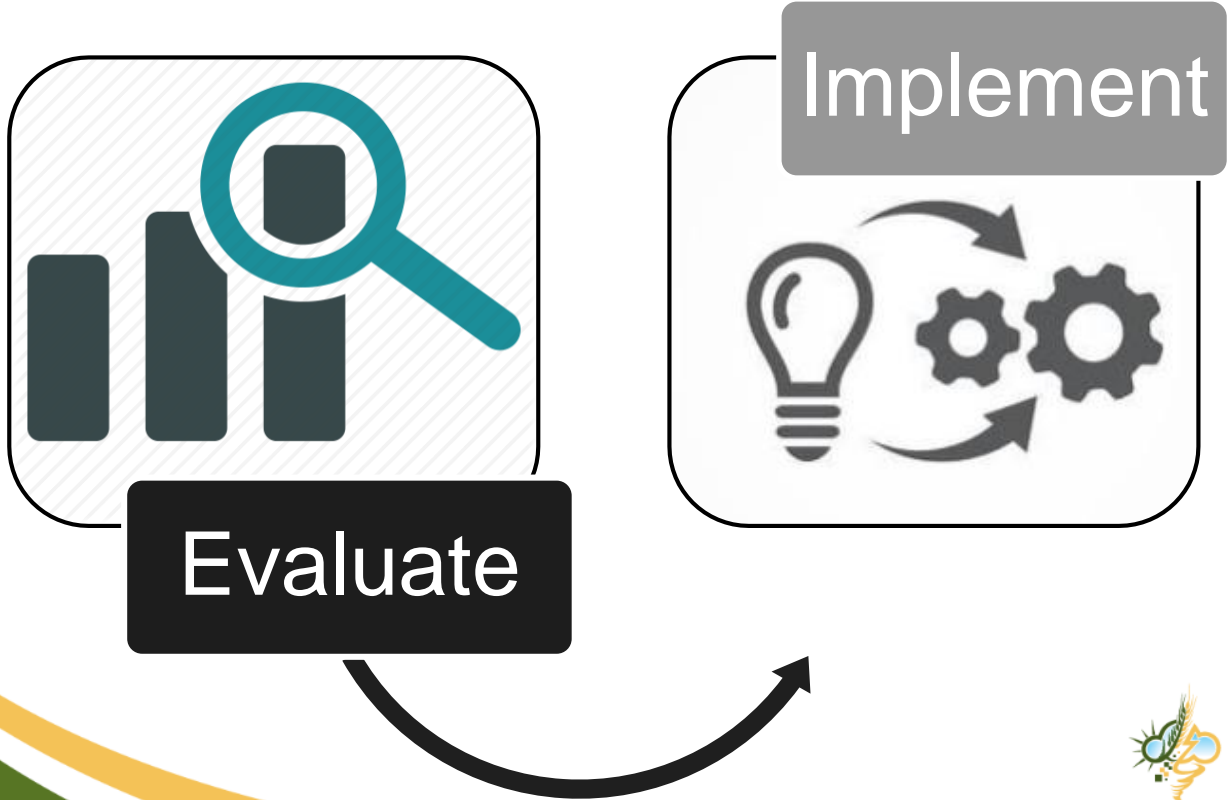
EQUIPMENT TECHNOLOGY SOLUTIONS



TYPE	DIRECT/INDIRECT ROI	COST	RETURN ON INVESTMENT (YRS)	RANK



Decisions and Implementation



*Be Patient. Don't kill a technology
in 1 year because it "didn't work"!*