

Connected Farms = Smart Farms



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Precision Means Feeding More With Less

- \$5 - \$100 per acre in profitability
- 15% production increase



Precision Requires Data

- Variable Rate/Hybrid Seeding Equipment
- Variable Rate Nutrient Application Equipment
- Variable Rate Pesticide Application Equipment

Good data turns equipment into Smart Steel.



Good Data Means a LOT of Data

Sensors on corn/soybean harvesting equipment can generate **7 gigabits** of data per acre

- Around 180 million acres of corn and soybeans in U.S.
 - 320 million total tillable acres

The future will only generate more data.

Ag Electronics Foundation will play an important role.



Data Needs to Flow Wirelessly

Challenges of Connecting U.S. Croplands

- Germany: 137,983 square miles with 82.7 million people
 - 599 per square mile
- U.S.: 3,797,000 square miles with 326 million people
 - 86 per square mile

Difficult business case for telecoms to push out coverage



Agricultural Broadband Coalition

- Machine to Machine Business Case
- Why precision ag matters to cities?
- Precision Ag Connectivity Act
 - 95% cropland/ranchland coverage by 2025



Thank you!

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