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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