

Global Precision Farming Industry: Trends & Opportunities (2015-2019)

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Abstracts

Scope of the report

The report titled “Global Precision Farming Industry: Trends and Opportunities (2015-2019)” provides an insight into the new technologies and use of GPS in agriculture with focus on present market size and growth expected in the near future in the precision farming industry. The research report analyzes the regional markets of precision farming Americas, Asia-Pacific and Europe. The report also discusses key factors driving growth of the industry, major trends and challenges faced by manufacturers of hardware and software in precision agriculture. Further, major producers like AGCO, Land O’Lakes, Deere and Company and Topcon Precision Farming Company are also analyzed in the report.

Various Features of Precision Farming Industry

Global Positioning System

Mapping Software

Yield Mapping

Variable Rate Technologies

Company coverage

AGCO

Deere and Company

Land O'Lakes

Topcon Precision Agriculture

Executive Summary

With the increased population and simultaneous increase in demand for food, the agricultural productivity has to increase. There are two ways to increase the production, one is to increase the arable land and the second is to increase the yield per acre. Precision agriculture is one way of increasing the yield per acre of the land. Precision agriculture is one of the modern farming practices that make production more efficient and helps the farmers to work in a better way.

The emerging field of precision agriculture is based on observing, measuring and responding to crops with smart technology. Drones — also called unmanned aerial vehicles (UAV) or unmanned aerial systems (UAS) – are giving farmers new possibilities. The precision agriculture industry is growing and increasing to become more efficient because of various growth drivers. The increasing population and increased expenditure on food products is one of the most important and significant growth drivers. Simultaneous inefficiency in increasing the arable land is one of the major growth drivers for the industry. Increased use of GNSS and increased flow of information are the other important growth drivers.

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