

# **Yield Monitoring Devices and Services Market by Technology (GPS/GNSS, GIS, Remote Sensing), Components (Sensors, GPS/GNSS, Display, Guidance & Steering, and Software & Services), Application (VRA, Field Mapping, Soil Monitoring, and Scouting), and Geography -Global Forecasts to 2020**

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## **Abstracts**

Yield monitoring devices and services allow farmers to assess effects of weather, soil properties, fertilizers, and pesticides on the yield production. For the past decade, due to the advent of innovative technologies, yield from agricultural practices has steadily increased and is helping growers to increase their profitability. The emergence of Internet of Things (IoT) and innovative data collection techniques are helping the yield monitoring devices and services market to grow rapidly. The steady growth in the global population is increasing the strain on usage of natural resources. These resources are scarce and hence, there is a need to minimize the usage of these resources. Yield monitoring devices and services follow the site-specific field management, which helps to recognize areas that have high productivity and are in need of more inputs. The yield monitoring industry, along with many universities, aims to provide information and a range of support initiatives that will enable growers to gain thorough understanding of yield monitoring services, and insight into its developments and support services.

This report provides latest industry trends such as automation, mechanization, standardization of yield monitoring devices, yield data collection and analysis, real-time soil moisture management systems, crop sensors, and prescription fertilizer applications. A detailed geographic analysis in this report provides critical business imperatives for agricultural sector investments. The study unfolds winning investment strategies for agro-based companies, business executives, product marketing

managers, new business investors, and much more in preferred locations.

The report is segmented into hardware components and software solutions, technology, application, and geography. Major companies in this market are Ag Leader Technology (U.S.), Deere & Company (U.S.), Precision Planting Inc. (U.S.), Raven Industries Inc. (U.S.), AgJunction Inc. (U.S.), AGCO Corporation (U.S.), Trimble Navigation Limited (U.S.), Case IH (U.S.), TeeJet Technologies (U.S.), and Topcon Precision Agriculture (U.S.). The competitive landscape section of the report primarily focuses on key industry players in the yield monitoring devices and services industry, their newest updates, and respective share in the yield monitoring device and services market. In addition to this, the report also covers emerging market trends, advancements in the technological arena, market segmentation, key growth areas and market size, region-wise demand factors, and key competitors.

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## About

The yield monitor, coupled with the Global Positioning System (GPS) technology, is an electronic tool that collects data on crop performance for a particular year. The monitor computes and records information such as grain flow, grain moisture, area covered, and global location. Yield monitoring devices produce the yield map of the field in order to provide farmers with an accurate assessment of the yield variation within the field. Knowledge of the variability of yield at the harvest can be used in two important ways. It enables farmers to make more informed management decisions regarding the succeeding crop. It can also provide a basis for the varying fertilizer application according to a defined strategy. Yield monitoring devices and services involve increasing the yield efficiency that can be done by understanding, analyzing, and dealing with the natural variability found within the field. A yield monitor is an advanced tool for collecting data and presenting what actually took place in a field.

The yield monitoring technologies have geographically been unevenly adopted. The adoption rate of yield monitoring devices and services is high in regions where labor is limited, land is abundant, and commodity prices are high. The total yield monitoring market has been divided into five major geographies: North America, South America, Europe, Asia-Pacific (APAC), and Rest of the World (RoW). Yield monitoring devices and services are observed to be in the matured phase in the U.S. market; this market is expected to see upgrades in the existing systems, along with the adoption of variable rate applicators driving the market growth.

New developments in the agro industry will also enhance the demand for yield monitoring devices and services. One of the largest applications of yield monitoring devices and services is the variable rate technology; due to its high adoption rate and multiple applications, it is expected to drive the industry growth in the coming years. In addition to this, the U.S. Government and universities also provide support to adopt this technology to obtain high yields.

It is observed that Deere & Co. (U.S.) and Ag Leader Technology (U.S.) are the market leaders. The Monsanto Company (U.S.) that recently entered the sector via its acquisition of 'Precision Planting' is poised to experience a double-digit growth, annually, over the next five years – far outpacing traditional farm equipment due to the product upgrade cycles and increased market penetration. Deere & Co. is popularly known by the brand name John Deere across the globe; the company has strong strategic partners and alliances that allow it to enhance its product portfolio and reach

the untapped market segments. In December 2013, the company collaborated with Dow Agro sciences LLC (U.S.) to develop technologically advanced precision farming tools. The company is focused on customer support and assists customers to use products more efficiently.

Ag Leader Technology (U.S.) is one of the innovative companies with respect to yield monitoring hardware and software and provides novel farming solutions such as yield monitor and data management software. The company has its core focus on continuously developing new products and enhancing existing products with a blend of the latest technology. Ag Leader Technology acquired various companies to enhance their offerings; for instance, the company, in 2012, acquired SoilMax (Brazil) for obtaining tile plow methodologies and acquired assets of Gradient Inc. (U.S.) for the GPS based control system for water management. The company has a unique plan of leasing, which provides equipment to growers with simple convenient processes and without additional expenses.

Yield monitoring devices and services involve studying and managing variations within the farms that can affect the yield production and helping growers with strategic decisions such as crop rotation, variety selection, as well as fertilizers and pesticides applications. Major applications in the yield monitoring devices and services market include automatic steering systems, GPS/GNSS guidance systems, and variable rate applications.

Variable rate application is the most preferred technique of all precision farming applications adopted by growers. Fertilizers and pesticides have the highest variable cost in agriculture; thus, any method that will help to minimize this cost is expected to grow. Detailed soil fertility maps can be produced by using field monitoring applications, allowing for precise usage of fertilizers and pesticides to optimize yields. The variable rate application segment is expected to grow at a higher growth rate over the forecast period.

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