

# **Israel Precision Farming Market By Component (Hardware, Software, Services), By Technology (Guidance System, Remote Sensing, Variable Rate Technology), By Application (Yield Monitoring, Field Mapping, Crop Scouting, Weather Tracking, Irrigation Management, Farm Labour Management, Others), By Region, Competition, Forecast and Opportunities, 2018-2028F**

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## **Abstracts**

Israel Precision Farming Market is anticipated to project steady growth in the forecast period. Precision farming, also known as precision agriculture, is an innovative approach to farm management that uses information technology and a wide array of items like GPS guidance, control systems, sensors, robotics, drones, autonomous vehicles, variable rate technology, GPS-based soil sampling, automated hardware, telematics, and software. The goal of precision farming is to improve the sustainability, efficiency, and profitability of agricultural production by providing more accurate and controlled usage of resources such as water, fertilizers, and pesticides.

The Precision Farming market in Israel is rapidly evolving, characterized by the significant adoption of advanced farming technologies. Israel, a country known for its technological prowess and innovative solutions in various sectors, has shown great strides in integrating precision farming techniques into its agricultural processes. The market is driven by a combination of factors such as the need for sustainable farming practices, scarcity of water resources, and the strong support of the Israeli government in promoting smart agriculture. The presence of numerous tech startups specializing in agricultural technologies further fuels the growth of the precision farming market in the

country.

## Key Market Drivers

### Limited Natural Resources & Water Scarcity

One of the key drivers propelling the Precision Farming Market in Israel is the nation's inherent limitation in natural resources, particularly water scarcity. Israel faces arid and semi-arid climatic conditions, making water a critical resource in agriculture. Precision farming technologies play a pivotal role in optimizing water usage, ensuring efficient irrigation, and minimizing water wastage.

Precision irrigation systems, equipped with sensors and real-time data analytics, enable farmers to precisely control the amount of water delivered to crops based on their actual needs. This not only addresses the challenge of water scarcity but also contributes to sustainable water management practices. The use of precision farming technologies helps maximize the efficiency of water use in agriculture, making it a crucial driver for the adoption of precision farming practices in Israel. Furthermore, the expertise developed in managing water scarcity in Israel positions the country as a global leader in water-efficient precision farming technologies. Israeli innovations in precision irrigation and water management have the potential to benefit regions around the world facing similar challenges.

### Technological Innovation & Start-up Ecosystem

Israel has gained international recognition for its robust culture of technological innovation, and this driver significantly influences the Precision Farming Market in the country. The Israeli start-up ecosystem, known for its agility and creativity, has produced a plethora of companies specializing in agricultural technology, including precision farming.

Entrepreneurs and innovators in Israel are developing cutting-edge technologies such as sensors, drones, artificial intelligence, and data analytics tailored for precision agriculture applications. These technologies enable farmers to collect real-time data on various factors such as soil conditions, crop health, and weather patterns, facilitating informed decision-making and optimizing farming practices. The supportive ecosystem for agricultural technology start-ups, including access to venture capital, research institutions, and government initiatives, fuels the rapid development and adoption of precision farming solutions. Israeli precision farming innovations are not only meeting

domestic agricultural needs but also gaining global recognition, contributing to the growth of the Precision Farming Market both within and outside Israel.

### Rise In Need for Sustainable Agriculture Practices

The growing global emphasis on sustainable agriculture practices is a significant driver influencing the Precision Farming Market in Israel. Precision farming aligns with the principles of sustainability by optimizing resource use, reducing environmental impact, and enhancing overall farm efficiency.

Israel, as a pioneer in arid-zone agriculture, recognizes the importance of sustainable practices in ensuring food security and environmental conservation. Precision farming technologies, such as precision irrigation, variable rate application of inputs, and smart farming systems, enable farmers to minimize the use of water, fertilizers, and pesticides while maximizing crop yields. The adoption of precision farming contributes to soil health, biodiversity conservation, and the reduction of greenhouse gas emissions. As consumers and markets increasingly prioritize sustainably produced food, Israeli farmers are motivated to integrate precision farming practices, making it a key driver for the growth of the Precision Farming Market in the country.

### Increasing Farm Mechanization & Labor Efficiency

The drive towards increasing farm mechanization and enhancing labor efficiency is a notable driver influencing the Precision Farming Market in Israel. With a limited agricultural workforce and a need for increased productivity, farmers are turning to precision farming technologies to automate and streamline various tasks. Precision farming solutions, such as autonomous machinery, robotic systems, and advanced monitoring devices, contribute to reducing the manual labor required for routine farming operations. For example, precision planters equipped with GPS technology and automated steering systems enable precise planting with minimal human intervention. Drones and sensors assist in crop monitoring, providing valuable data for timely decision-making.

The adoption of precision farming technologies not only addresses labor shortages but also improves the overall efficiency of farm operations. This driver is particularly relevant in Israel, where the agricultural sector seeks to maximize productivity with limited human resources and overcome challenges associated with manual labor shortages. The Precision Farming Market in Israel is driven by the imperative to address water scarcity, the vibrant culture of technological innovation, government support, the

push for sustainable agriculture practices, and the need for increased farm mechanization and labor efficiency. These drivers collectively contribute to the growth and evolution of precision farming in Israel, positioning the country as a leading player in agricultural technology and innovation.

## Key Market Challenges

### Limited Arable Land & Fragmented Farming

One of the primary challenges facing the Precision Farming Market in Israel is the limitation of arable land and the fragmented nature of farming. Israel, characterized by arid and semi-arid conditions, has a scarcity of cultivable land, and a significant portion of its territory is desert. This scarcity intensifies the pressure on available agricultural land to produce efficiently.

Precision farming technologies often require a certain scale to be economically viable and effective. The fragmented nature of Israeli agriculture, with small and diverse plots of land, poses a challenge in implementing precision farming practices uniformly across farms. The investment in technology, such as precision irrigation or autonomous machinery, might be more challenging for smaller, fragmented farms, limiting the widespread adoption of precision farming practices. Additionally, the limited availability of land for expansion and agricultural development heightens the importance of optimizing existing land use. Overcoming the challenge of fragmented farming requires tailored solutions that can accommodate the specific conditions and scales of Israeli agriculture, ensuring that precision farming technologies are accessible and beneficial to all farmers, regardless of the size of their holdings.

### High Initial Costs & Return on Investment Concerns

High initial costs and concerns about return on investment (ROI) are significant challenges that are currently hindering the growth of Israel's precision farming market. The deployment of precision farming technologies requires a substantial initial investment, which can act as a deterrent for small and medium-sized farmers who may have limited financial resources. These technologies encompass various components such as GPS services, sensors, automation and control systems, and farm management systems, each of which contributes to the overall cost. The high costs associated with these technologies can make them inaccessible for farmers who are operating on tight budgets. Additionally, the uncertain ROI further exacerbates these concerns. Although precision farming offers long-term benefits such as improved crop

yields and reduced resource waste, many farmers may find the prospect of waiting several years to see a return on their investment unappealing. This hesitation and perceived risk can impede the widespread adoption of precision farming technologies in the Israeli market, leading to slower growth and limited access to these innovative solutions.

## Key Market Trends

### Increasing Adoption of IoT

The increasing adoption of the Internet of Things (IoT) is significantly bolstering the growth of the precision farming market in Israel. This is primarily due to IoT's capability to provide real-time and accurate data about various aspects of farming such as soil quality, humidity, temperature, and crop health. By harnessing this wealth of information, farmers are empowered to make more informed decisions and optimize their farming practices.

IoT devices, including drones, sensors, and automated machinery, play a crucial role in facilitating precision farming in Israel. These devices work in tandem to reduce inputs, maximize crop yield, and minimize the environmental impact of farming operations. For example, drones equipped with advanced imaging technology can capture detailed aerial images of fields, allowing farmers to detect early signs of crop stress or disease. Sensors embedded in the soil can provide real-time data on moisture levels, enabling precise irrigation management. Automated machinery can streamline tasks such as planting and harvesting, improving operational efficiency. The demand for IoT solutions in agriculture has witnessed a surge in Israel, as farmers recognize the transformative potential of these technologies. The adoption of precision farming practices not only enhances productivity but also contributes to sustainable agriculture by optimizing resource utilization. As a result, Israel's precision farming market is experiencing robust growth, driven by the convergence of IoT and agriculture.

### Growth in Robot and Drone Usage

The rise in robot and drone usage is drastically reshaping the landscape of the Israeli precision farming market. These technological advancements have revolutionized the way farmers operate by providing real-time monitoring of crop health, soil conditions, and weather patterns. By having access to this valuable data, farmers can now make more informed decisions regarding irrigation, fertilization, and pest control, leading to reduced waste and increased agricultural yield.

Furthermore, drones have emerged as a game-changer in precision farming, offering an efficient and precise way to dispense pesticides and fertilizers. With their ability to navigate through fields with ease, drones minimize the need for human labor and significantly reduce the environmental impact associated with traditional farming methods. The growing adoption of these automated solutions not only improves the efficiency and productivity of Israeli farmers but also signals a promising expansion in the Israeli precision farming market. As technology continues to advance, we can expect even more innovative solutions to further enhance the agricultural industry and contribute to sustainable farming practices.

### Segmental Insights

#### Component Insights

Based on the Component, in the Israeli precision farming market, software emerges as the dominant segment, revolutionizing the way farmers analyze and optimize farm operations. With its comprehensive solutions, the software not only aids in decision-making processes but also provides valuable insights for precise analysis of soil conditions, weather forecasts, crop health, and pest management. By leveraging this advanced technology, farmers are able to make data-driven decisions and enhance their farming practices, leading to increased efficiency, reduced environmental impact, and sustainable yields. The reliance on software showcases its crucial role in modern agriculture, where every detail matters in achieving optimal results and ensuring the long-term viability of the farming industry.

Moreover, this innovative software empowers farmers with real-time monitoring capabilities, enabling them to closely track crop growth and identify potential issues at an early stage. The software's intuitive interface allows for seamless integration with existing farm equipment and sensors, streamlining data collection and analysis processes. Additionally, the software's machine learning algorithms continuously learn and adapt based on the collected data, providing personalized recommendations and actionable insights to farmers. This level of automation and intelligence optimizes resource allocation, minimizes waste, and maximizes productivity, ultimately leading to higher profitability for farmers. The software revolutionizes the precision farming landscape in Israel by providing farmers with a comprehensive suite of tools and capabilities. From precise analysis to real-time monitoring and personalized recommendations, this advanced software empowers farmers to make informed decisions, improve farming practices, and ensure the long-term sustainability of the



industry.

## Technology Insights

Based on the Technology, in the Israel Precision Farming Market, Variable Rate Technology (VRT) holds a prominent position as the dominant sector. This cutting-edge technology empowers farmers by providing them with the ability to precisely customize the application of inputs, such as fertilizers and pesticides, based on the specific needs of different areas within their fields. By doing so, farmers can optimize the utilization of resources, minimize wastage, and ultimately achieve maximized crop yields. The adoption of VRT in Israel has been driven by various factors. Firstly, the country has a strong emphasis on water conservation, recognizing the limited availability of this vital resource. By implementing VRT, farmers can effectively manage water usage and ensure its efficient distribution, contributing to sustainable farming practices.

Additionally, Israel's commitment to harnessing innovative solutions for agricultural efficiency and productivity has played a significant role in the widespread adoption of VRT. The country's agricultural industry has embraced technological advancements to overcome challenges such as limited arable land and harsh environmental conditions. VRT offers a solution that enables farmers to make data-driven decisions and precisely apply inputs, leading to improved crop quality and higher yields. Overall, the Israel Precision Farming Market has embraced Variable Rate Technology as a key driver for enhanced agricultural practices. With its ability to tailor input applications and optimize resource usage, VRT has become an indispensable tool for farmers seeking to maximize productivity while promoting sustainable farming methods.

## Regional Insights

The Precision Farming Market in Israel is predominantly influenced by the activities taking place in The Negev Desert, a region that has undergone a remarkable transformation into a thriving hub for precision agriculture. Through the implementation of innovative irrigation methods, cutting-edge technologies, and data-driven farming practices, agricultural productivity in this historically harsh desert area has been maximized to unprecedented levels. The utilization of precision farming techniques, such as remote sensing, variable rate technology, and real-time data analysis, has enabled farmers in the Negev Desert to optimize resource allocation, increase crop yields, and mitigate environmental impact. This paradigm shift in agricultural practices has not only revolutionized farming in the region but also serves as a testament to the potential of precision agriculture to overcome challenging conditions and pave the way

for sustainable food production in arid environments.

### Key Developments

In July 2021, Amir Marketing and Investments in Agriculture Ltd. announced the signing of an exclusive agreement with NDrip to distribute NDrip's precision irrigation system to Israeli farmers.

In June 2021, SupPlant, an Israeli agricultural company, announced a successful funding round, raising USD 10 million. The funding was led by Boresight Capital, Menomadin Foundation, Smart-Agro Fund, and Mivtah Shamir.

### Key Market Players

Taranis Israel

Prospera Technologies Ltd.

CropX Technologies Ltd.

PickApp Farming Ltd.

Metzer Group

Roots Sustainable Agricultural Technologies Ltd.

Haifa Group

Netafim Ltd

Tevatronic

Saturas Israel

### Report Scope:

In this report, the Israel Precision Farming Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

*Israel Precision Farming Market By Component (Hardware, Software, Services), By Technology (Guidance System, R...*



### Israel Precision Farming Market, By Component:

Hardware

Software

Services

### Israel Precision Farming Market, By Technology:

Guidance System

Remote Sensing

Variable Rate Technology

### Israel Precision Farming Market, By Application:

Yield Monitoring

Field Mapping

Crop Scouting

Weather Tracking

Irrigation Management

Farm Labour Management

Others

### Israel Precision Farming Market, By Region:

Northeast Region

Midwest Region

West Region

## South Region

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Israel Precision Farming Market.

### Available Customizations:

Israel Precision Farming Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

**1. TARANIS ISRAEL**

**2. PROSPERA TECHNOLOGIES LTD.**

**3. CROPX TECHNOLOGIES LTD.**

**4. PICKAPP FARMING LTD.**

**5. METZER GROUP**

**6. ROOTS SUSTAINABLE AGRICULTURAL TECHNOLOGIES LTD.**

**7. HAIFA GROUP**

**8. NETAFIM LTD**

**9. TEVATRONIC**

**10. SATURAS ISRAEL**

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