



Precision Ag



| Context Network Multiclient |

Background

Precision agriculture in the United States has made great advancement during the past decade – both in terms of the types of offerings, from site-specific to guidance technologies, to the adoption of various systems offered by firms and used by growers. Precision agriculture is rapidly advancing and will likely continue to expand as more growers see value in the developing technologies and resulting efficiencies.

Major consolidation across the retail and wholesale industries, and trends in solutions management for the grower will continue to provide enormous complexity throughout the entire agricultural market. These interactions will enable the distribution channel to identify solutions that fit their individual business model and provide a higher return on their invested capital. Retailers, agencies, and farmer dealers will continue to be the touch point for the grower. As a result, the industry's fertilizer, seed and crop protection segments may change dramatically.

A Definitive Resource on Precision Agriculture

Retailers now have a robust information resource available to help them assess precision agriculture's role in their ability to compete effectively and profitably into the future. The Context Network study, [Precision Agriculture in the United States: Current and Future Trends and Impacts on Distribution](#) profiles the precision agriculture space including current and future trends, the impact on the distribution channel and fertilizer providers in the U.S.

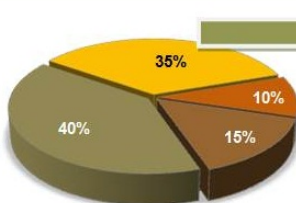
This important strategic tool provides subscribers with acute understanding of critical trends and consequences in this evolving market segment. It will allow firms to better anticipate both challenges and opportunities presented now and in the future. Exploration of this deep analysis can fortify firms' abilities to target their efforts and compete more effectively in the market space.

Vision for Today's Precision Ag Providers

[Precision Agriculture in the United States: Current and Future Trends and Impacts on Distribution](#) evaluates historical trends and issues influencing major drivers in precision adoption. In addition, the study assesses new systems in place that may change the potential adoption and ultimate impact on the industry. As growers adopt at differing levels depending on their need, sophistication and overall focus on return on investment, a "floor" for adoption is created, and each segment of the industry must be poised to act accordingly. This study explores important considerations for each market segment.

2010 Gross Profit Large Retailer

- Crop Nutrients
- Crop Protection
- Seed
- Services & Other



2015

How can the retailer improve their gross profit on services?

Precision Agriculture Challenges to and Requirements of the Industry Segments

Retailers

- Provide a base level of precision services
- Be willing to add additional tech/services for more sophisticated growers
- Invest in new personnel
- Innovate programs & bundles
- Assess and anticipate competition

Fertilizer

- Precision may mean lower rates are used, impacting sales
- Traditional offerings must be enhanced or face flat sales
- Specialty or non-conventional fertilizers could become popular as a result of broad adoption; further weakening sales

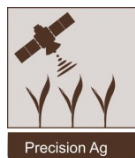
Seed

- Growers may need even more choices to fit different areas of their farming operation
- More players may seek ways to provide precision services
- Overall seed needs could decline as more growers better understand their complete operation and only use prescribed amounts

Crop Protection

- Variable rate pesticide crop protection applications will become more prevalent and will likely impact sales
- Traditional offerings must be enhanced to avoid the possibility of flat sales

Study Components: Perspective on Precision



Precision Agriculture in the United States: Current and Future Trends and Impacts on Distribution provides subscribers with a comprehensive evaluation of precision agriculture. The study gathers retail data from

the broad market using our extensive network of contacts and experts in North America. These contacts include precision agriculture experts, existing retail employees, former retail employees, distribution experts, and numerous agricultural industry experts. Context will evaluate all experts' findings along with broader industry feedback to ensure accuracy. Study components include the following:

History and Current State of Precision Agriculture

This section closely follows the current and future trends of precision agriculture and the impact on distribution including:

- The history of precision agriculture and the major trends in the industry
- The current state of precision agriculture, outlining:
 - Major technology
 - Major manufacturers
 - Adoption and implementation by growers
 - Recent trends

Future Trends

This section looks at the future trends and will explore precision agriculture questions including:

- What are the likely technologies that will emerge?
- Who are the likely beneficiaries of innovations?
- What are the Strengths, Weaknesses, Opportunities, and Threats to each major trend?

Impact of Precision Agriculture on the Distribution Channel

Closely following current and future trends in precision agriculture, this section assesses the impacts on distribution including:

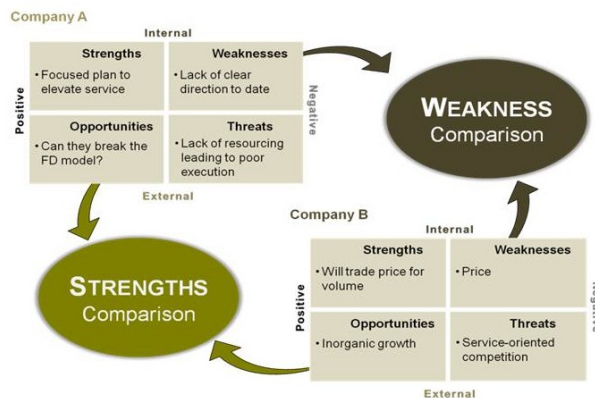
- The direct impact of precision agriculture on the retail sector
- The impact on seed distribution, both at and through retail, agencies, and farmer dealers
- The impact of precision agriculture on plant health and the distribution channel

Impact of Precision Agriculture on Fertilizer

Key issues and impacts on fertilizer use and distribution are explored in this section.

- Will fertilizer distribution need to change to ensure the success of precision agriculture?
- What are the likely benefits of precision agriculture to fertilizer use?
- What will happen to total fertilizer usage?

SWOT Analysis



Precision Agriculture Impacts Your Business

Precision Agriculture in the U.S.: Current and Future Trends and Impacts on Distribution examines the major trends in the industry and how these trends will impact companies across the value chain.

The study allows most retailers and distributors to enhance their knowledge of the current and future retail market impacts, along with their current and, possibly, future competitors. In addition, seed, trait, and seed treatment companies will find the information in this study helpful in their future strategic planning.

Fertilizer manufacturers and distributors will find insight into the strategic direction of precision and how their products may be placed in the future. In addition, grain marketers and handlers will derive a better understanding of the impact of these trends on those companies that may be in a position to capitalize on a complete offering to the grower.

For more information on **Precision Agriculture in the U.S.: Current and Future Trends and Impacts on Distribution**, or any of Context's Multi-Client Syndicated Studies, contact Tray Thomas at tray.thomas@contextnet.com.

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