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Digital Farming Solutions for Every Farm

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How Digital Farming Solutions work

Various digital tools exist in the industry to fulfill different purposes. Data products are all about understanding what is happening locally. The data captured from various sources are then consolidated and analyzed in agronomic decision engines and combined with various insights to provide actionable recommendations field specifically.

Different needs in different geographies are driving adoption of various digital solutions

Digital tools are already used in various farms today and we believe adoption of these tools would continue to grow in 3-digit growth rates in the next years driven by the following trends:

- China: Driven by need to achieve scale in farm operations and to ensure farmer safety
- Western Europe: Driven by need and regulations to use inputs sustainably – only where and when needed
- USA: Driven by need to increase return on investment in field crops

Business models in the industry

Farmers Business Network is already showing success in the US in supporting farmers to increase their return on investment using a crowdsourcing approach.

XAG is already showing success in China in supporting farmer safety through drone-based applications and allowing farmers to scale their operations. XAG is also successful in having a direct communication channel with over 300 million farmers in China.

Various Smart Sprayer technologies are already in the market today with significant technology improvements expected in the near term.

The case studies above are a clear reflection that different Digital Farming solutions are already used in real life fields across the world today. These companies are also good examples how Digital Farming is centered on solving on-farm problems.

Bayer's motivation to be in Digital Farming

We believe Digital Farming will be a key factor to further increase agricultural production while using the planet's resources in an increasingly efficient and sustainable manner. We aim to develop effective technologies with the greatest possible benefit to the environment.

Bayer's driving principles in the area of Digital Farming

Bayer's know-how – Leverage our experience and expertise in Agronomy in Seeds and Crop Protection and connects this expertise with Digital technologies to derive more insights and value.

Current Focus: Optimization of crop protection field-specifically.

We are also committed to collaborate with stakeholders to create innovative technologies.

Listening to our customer needs and the direction their farms are moving involves Digitalization, we need to be a part of this evolution.