

Knowledge

**Care for
the
Environment**

**Smartphone
Technology**

**Agricultural
Drones**

**Data
Gathering /
Usage**

Knowledge

It takes both brains and skill to be a farmer. And one of the best ways to get an edge in the farming business is to go to school for agriculture. At colleges and universities, aspiring farmers earn degrees in programs like agricultural economics, farm management, or dairy science. Many seasoned farmers enroll in continuing education courses to keep their skills sharp and to stay on top of the latest advances in farming technology. Farmers aren't the only ag workers, though. Students who pursue majors in fields such as marketing, education, and the sciences often wind up in the agricultural industry. They become the advisors, teachers, and researchers who support the farmer in the field.

Care for the Environment

Ag workers see themselves as stewards of the earth's resources, and they take this role very seriously. To them, conserving natural resources is the key to growing safe and healthy food. And they understand that what happens in the agricultural industry affects their own families as much as it affects consumers. This is especially true of farmers, who often live and raise families right on their farms. They know that the farms they leave behind are a part of the legacy that they will pass on to their children. That's why farmers care so deeply about keeping clean water, maintaining nutrient-rich soil, and raising healthy animals.

Smartphone Technology

Farming? There's an app for that. Several, actually. Today, farmers can use advanced smartphone technology to collect and manage data related to their farming operations. Thanks to these farming apps, farmers have instant access to the latest trends in the market, allowing them to keep track of grain prices and choose the best times to sell. Smartphones also give farmers the ability to see weather updates, organize receipts, store the serial numbers for their machinery, and make calculations for chemical applications.

Agricultural Drones

They're not your average drones. They're built for professionals. Agricultural drones have become a great investment for farmers and other ag workers looking to bring more precision to their agricultural practices. Designed to gather precise and accurate data, these drones allow farmers to monitor the health of their fields and livestock without scouting their entire property on foot. Using this advanced technology takes some skill too. To operate these drones, ag workers have to obtain a remote pilot certificate and also receive training on how to fly them correctly.

Data Gathering / Usage

Modern farming is all about the data. And, thanks to all of the recent technological advances, farmers have unprecedented ease in collecting and storing data. For example, finely-tuned monitors allow farmers to track their seeds during planting. While a farmer is in the field, he can use an iPad to communicate with his tractor's planting machine and direct the seeds exactly where they should be planted for the best yield potential. Then, during harvest, the technology uses the planting data to calculate the final yield performance of that crop. Farmers can use this data to their advantage, consulting the numbers to make better-informed decisions in future farming practices.