

Knowledge

**Care for
the
Environment**

**Smartphone
Technology**

**Agricultural
Drones**

**Data
Gathering /
Usage**

Knowledge

It takes brains to be a farmer. Many farmers and ranchers earn degrees in areas like farm management, animal science, or agronomy.

Care for the Environment

Farmers and ranchers see themselves as stewards of the land. That's why they care so deeply about keeping water clean, maintaining nutrient-rich soil, and raising healthy animals.

Smartphone Technology

Farmers and ranchers use apps and high-tech devices to collect data about their animals and crops, to get weather reports, and to manage business paperwork.

Agricultural Drones

These aren't your average drones. They help farmers and ranchers gather precise data about the health of their fields and livestock without scouting the entire property on foot.

Data Gathering / Usage

Modern farming is all about data. From crop yield analysis to calving records, data is a key component of the ag industry.