

# ***GROWING YOUR DIGITAL AG STRATEGY***

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# Does precision/digital agriculture influence farm outcomes?

Precision agriculture technologies have a small, positive impact on farm outcomes

▪ Yield/soil maps, guidance, VRT increase net returns **1-2%**

Schimmelpfennig (2016)

▪ Yield/soil maps increase efficiency **1-3%**

McFadden (2017)

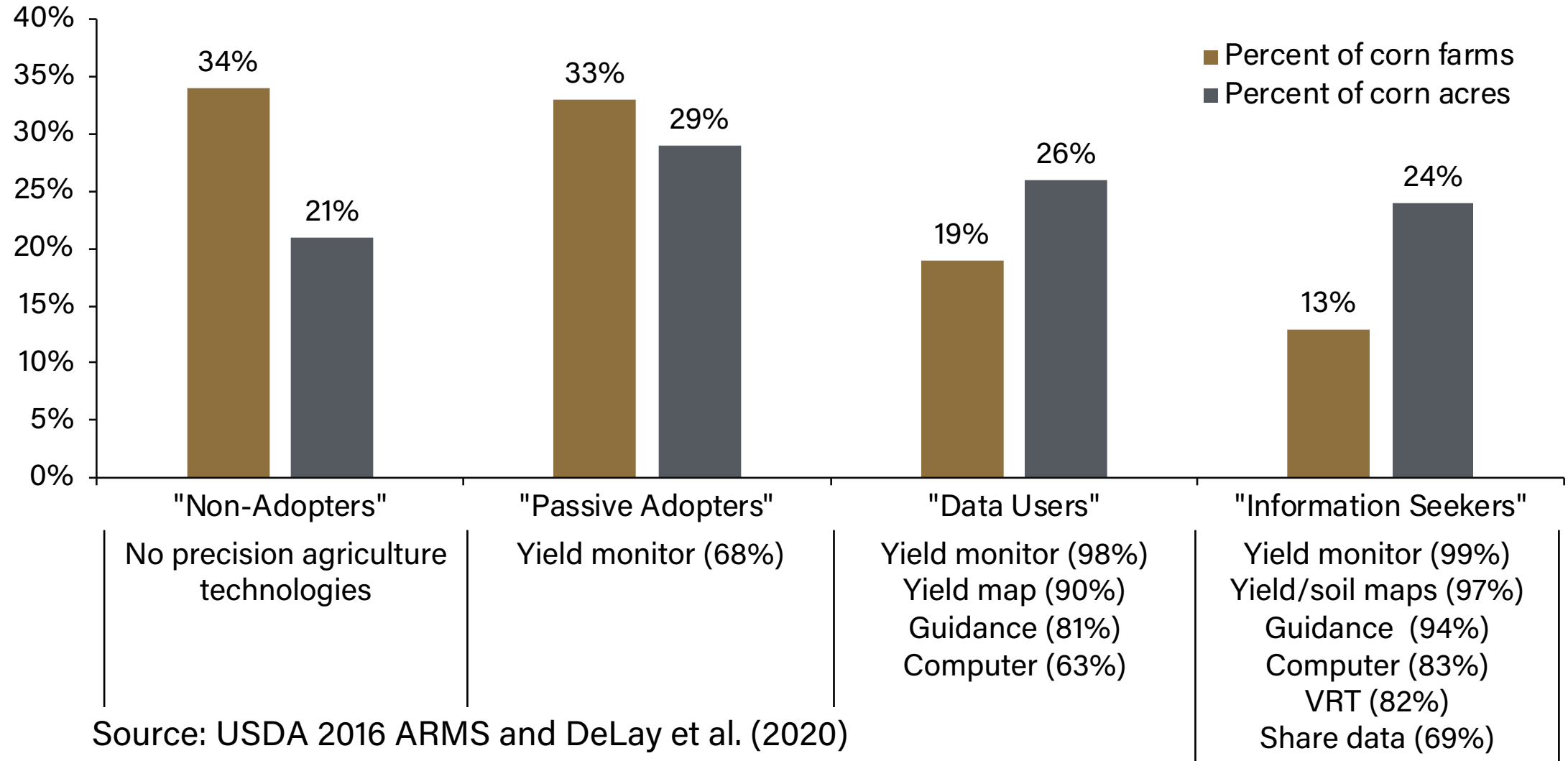
▪ Bundles of PA technologies increase efficiency **3-10%**

DeLay et al. (2020)

- Schimmelpfennig and Ebel (2016)
- Schimmelpfennig (2018)
- Dhoubhadel (2021)

Others

# How does my use of precision/digital agriculture compare with my peers?



# How can I use my data better?



Data management and analysis resources

- Create maps
- Layer data
- Create recommendations

Human capital

- On-farm "data employee"
- Share data with third-party service provider

# *What should my farm do?*

1. There is no silver bullet

- No one technology is the key
- Digital agriculture is a system

2. Think “touch points”

- Resources to analyze data
- Sharing data

***3. Key to success is to develop a strategy that fits you and your farm***