

“Aspects and perspectives of the digital shape for farmers and the ag equipment industry”

Digital farming shifts an enormous amount of expectations into the farming community. This draws lot of attention and activities in the “ag equipment industry” and associated branches. Farmers for the most part are down to earth regarding all the overwhelming digital pictures of tomorrow. They might be right – by far not all of the digital expectations will be materialized short term due to the fact, that the end-to-end solution absorbs mostly more capacity than anticipated and more important it requires a mandatory contribution from different parties. In a digital approach, the established “ag equipment industry” will be more than ever just a part of the solution instead of providing the solution. This affects the user of agriculture equipment – the farmer and vice versa. Even in the digital dawn an average farmer across the globe no matter what kind and size of operation he runs needs to take care of his bottom line result and sustainability. These two aspects determine the progress and acceptance of digital based solutions in the daily farming routine. Therefore, the digital transition in agriculture on both ends - from the farm to the “ag equipment industry” will be most likely a fragmentary approach. What counts is the right walking pace and the benefit for the adopters.