

Ag Leader®

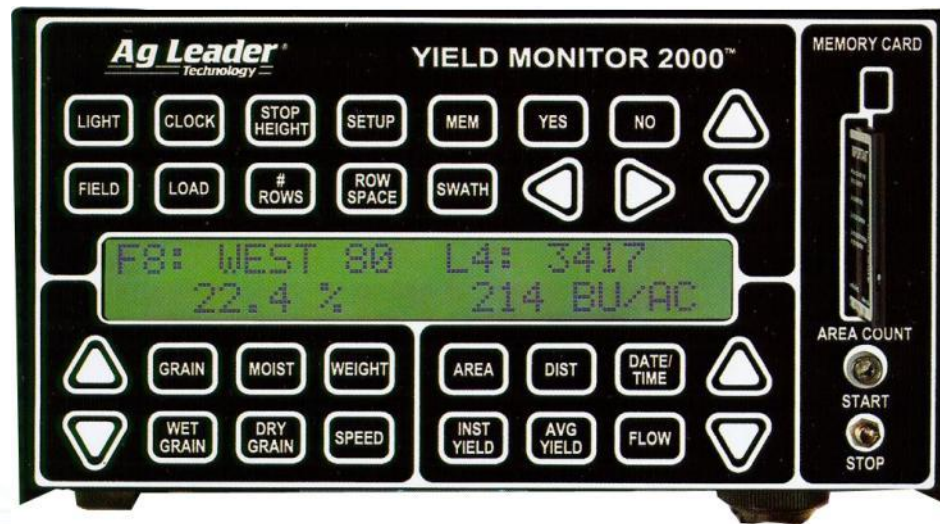
“EGNOS for Precision Agriculture”

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- Precision Farming (aka PF) has been around for +/-25yrs.



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Why do we need Precision Agriculture?

- Global food requirements are still not being met.
- Margins for farmers are ever tighter, but are still required to produce high quality food under ever increasing restrictions.
- Climate change adding to the challenges.

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Why do we need Precision Agriculture?

- Traceability (chemicals, seeds, fertilisers etc...)
- On farm efficiencies
- Better monitoring and management of our most valuable asset – the soil!



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Where we are today

- Technology has improved.
- Technology has become more accessible.
- Can anyone afford NOT to use PF tools these days?



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Where we are today

- Uptake of technology is still increasing.
- Guidance still the most popular form of PF.
- Auto Section control and height control also common place.



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Where we are today

- **Definite trend towards RTK solutions.**
- **Accuracy is addictive, but is it always necessary?**
 - **Average sprayer width and header width increasing.**
 - **For yield monitoring and section control, EGNOS is enough?**

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RTK

- Specialist Crops.
- CTF – Repeatability needed.
 - Controlled Traffic Farming
- Seeding arable crops.
- Elevation mapping.



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TerraStar (PPP)

- Seeding arable crops.
- Cultivations.
- Autosteer (non repeatable).



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EGNOS

- Application control
- Harvest yield monitoring
- Autosteer in cultivations



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EGNOS – how much is used today?

- Manual and auto guidance.
- Harvest yield monitoring.
- Sprayers, spreaders etc..
 - Cereal crops mostly but also root crops and row crops.

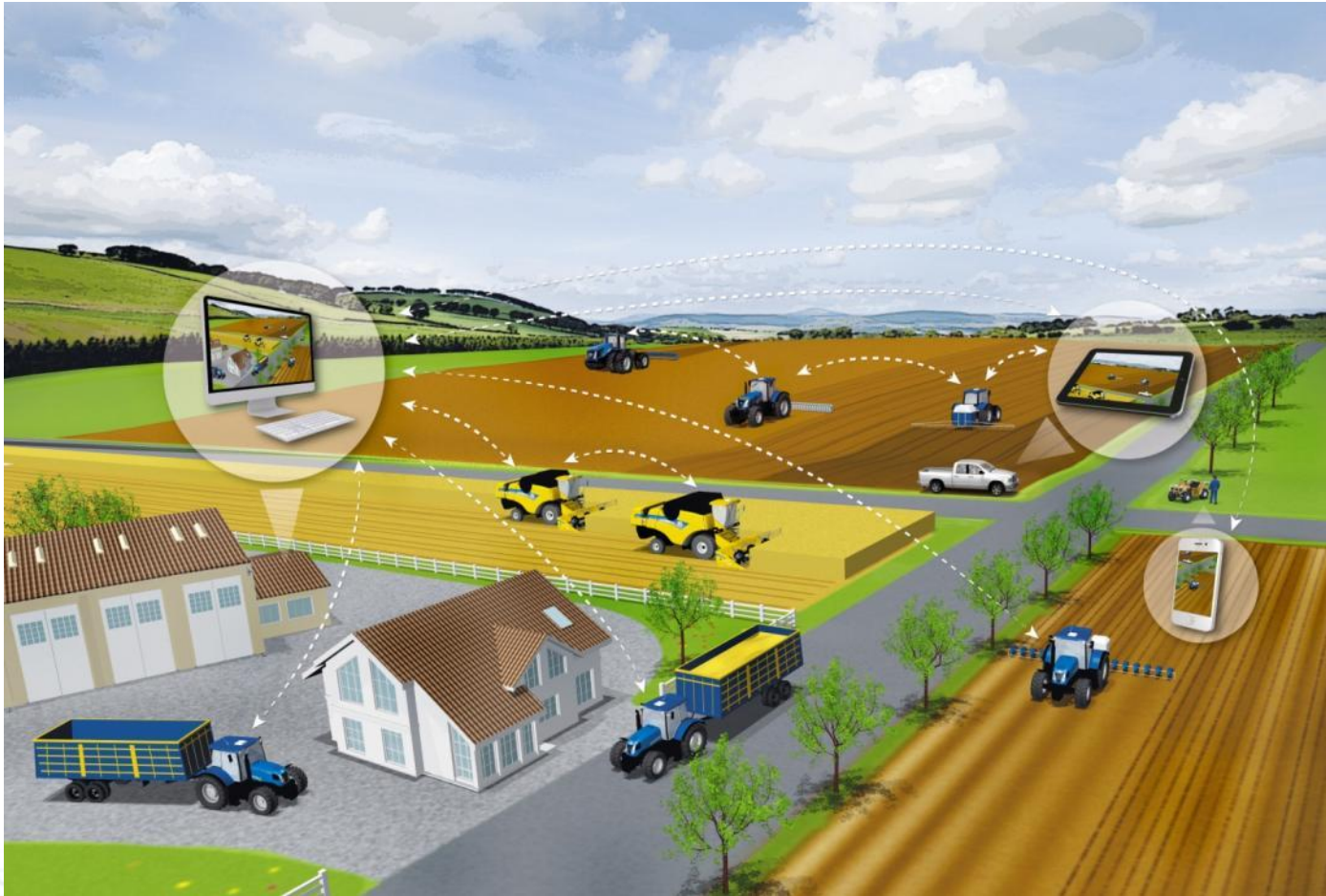


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Challenges

- **Sustainable Intensification.**
 - GNSS solutions can help by offering a stable platform for spatial data.
 - EGNOS can offer a stable solution that is good enough for in-field data collection.
- **PF can offer far more than just steering and section control!**
 - So much data available to use, but farmers are scared/reluctant to use it.
 - Too difficult, too little time, management hierarchy etc....

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