

# ADOPTION OF TECHNOLOGY LEADS DIFFERENCES BETWEEN OLDER GENERATION

What is the biggest difference between you and your older farming partner?

I'm more accepting of  
new technology—38%

*I'm more likely to use technology such as variable rate and precision planting. I also do more of my own research on my farm such as population plots and experimenting with fertilizer and foliar feeds.*

*Researching and adapting to new technology and other practices. Not thinking this is how I've done it for years and never wanting to change.*

*I'm more open to adopting new technologies.*

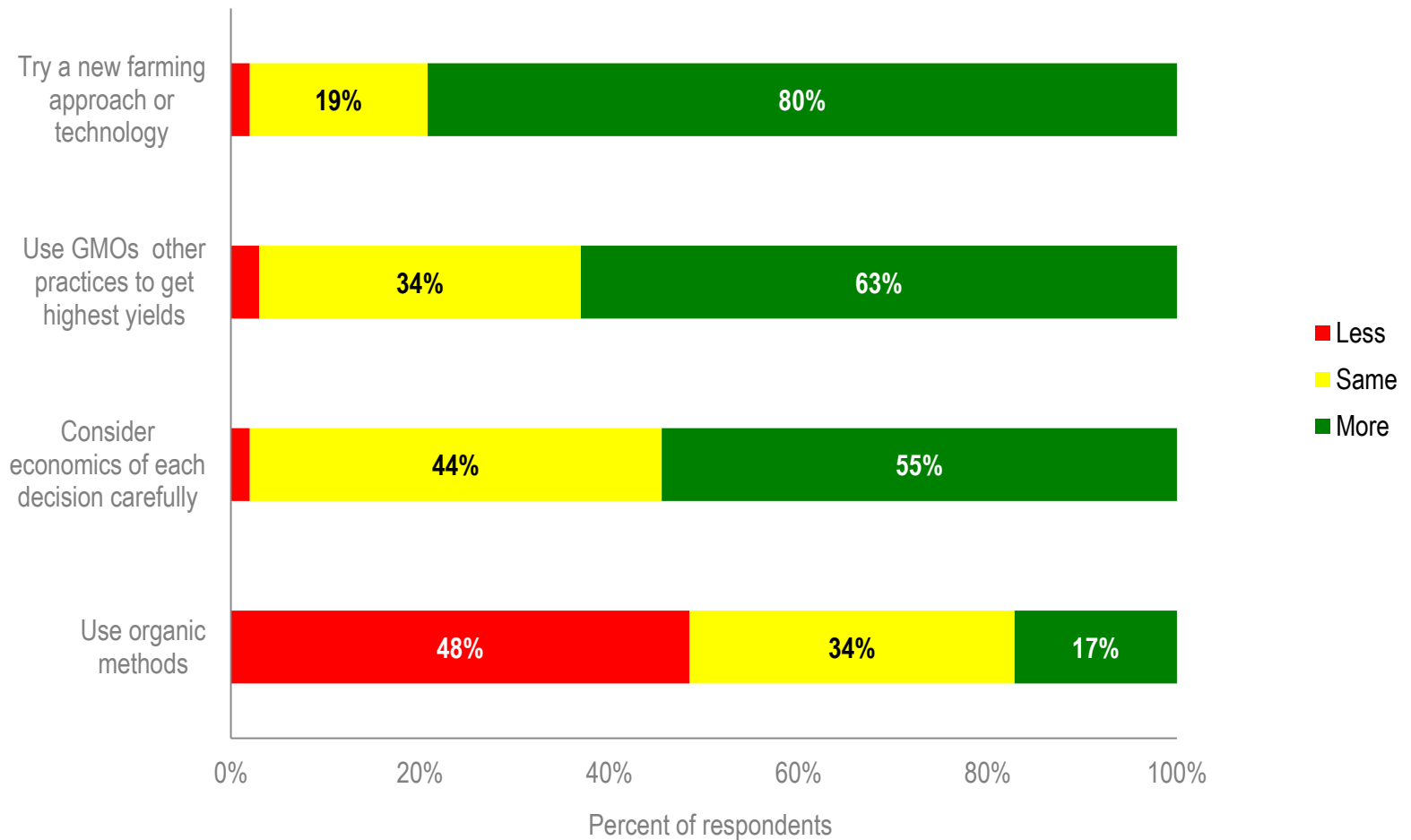
## Farmer Speaks Study

Farmers younger than 40:

- 91% use auto steer
- 91% use yield mapping
- 64% use field monitoring
- 36% use drone

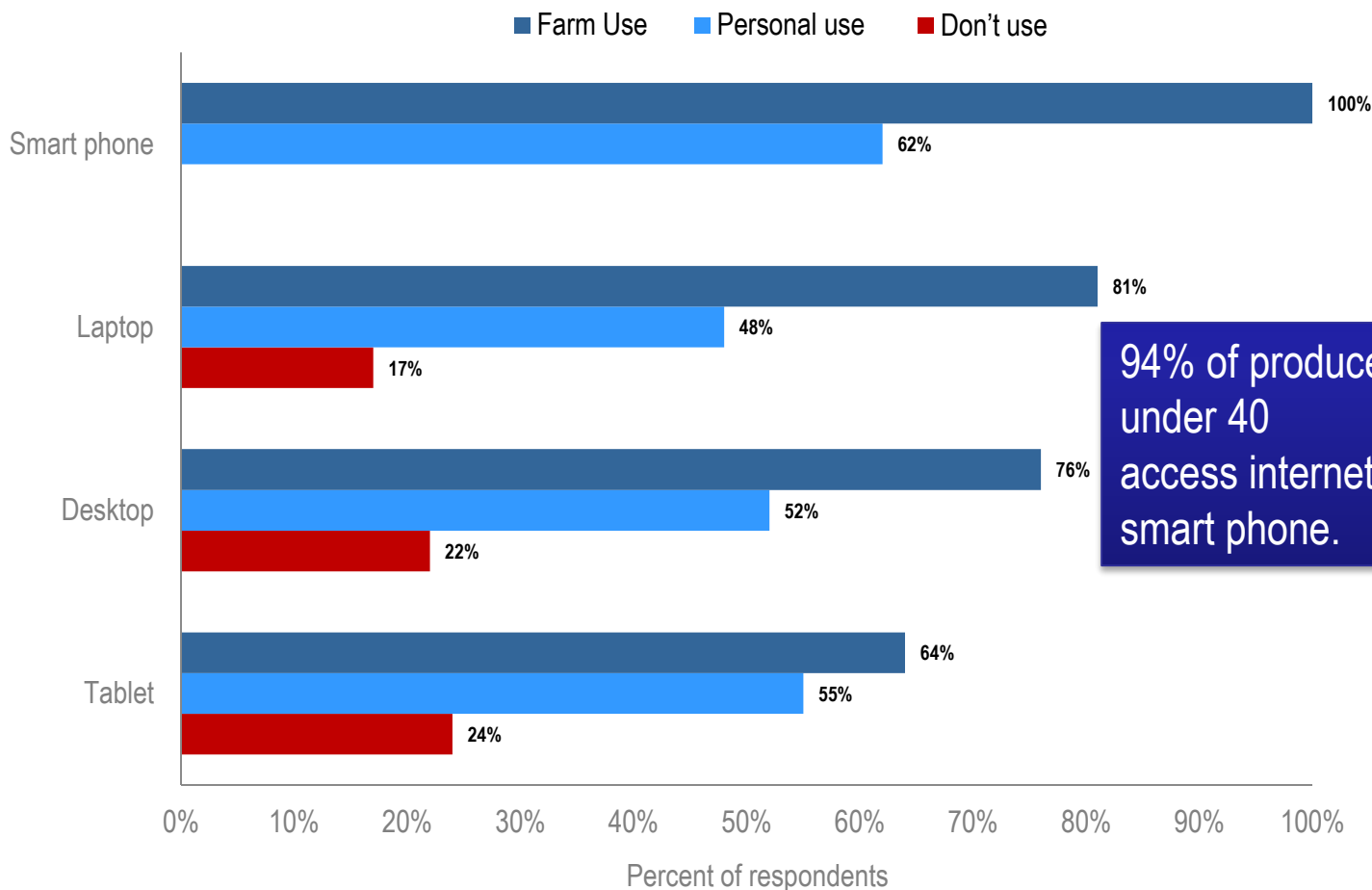
# TO INTRODUCE NEW PRACTICES LOOK TO NEW GENERATION

Compared to an older farmer, are you more, less or equally likely to do the following?



# BE MOBILE-FRIENDLY: WEBSITE ACCESSIBLE VIA SMART PHONE

Have you used these items in the past six months for farming or personal use?



94% of producers under 40 access internet via smart phone.