



THE BEAR FLAG

FARMING

DATA REPORT

A look into the challenges that US farmers face, and how agtech is changing the agricultural industry.



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OVERVIEW

This survey was conducted to learn more about the challenges that US farms and farmers are facing. The survey sought to assess how labor shortages, safety concerns, and other agricultural factors are affecting overall farm productivity.

The survey was conducted in May 2021, polling 600 respondents. All respondents worked on farmland sized at 1,000 acres or over. Respondents ranged from farm owners and presidents/CEOs to foremen.

KEY FINDINGS

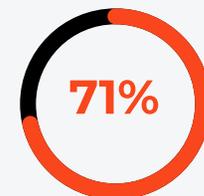
Farmers have always sought to maximize productivity while minimizing cost. Modern farmers still have these same goals, but the challenges are serious. Increasing output means finding skilled workers, ensuring safety, and collecting accurate data.

9 out of 10

farmers want to collect more comprehensive data around yield, productivity, and irrigation strategies.

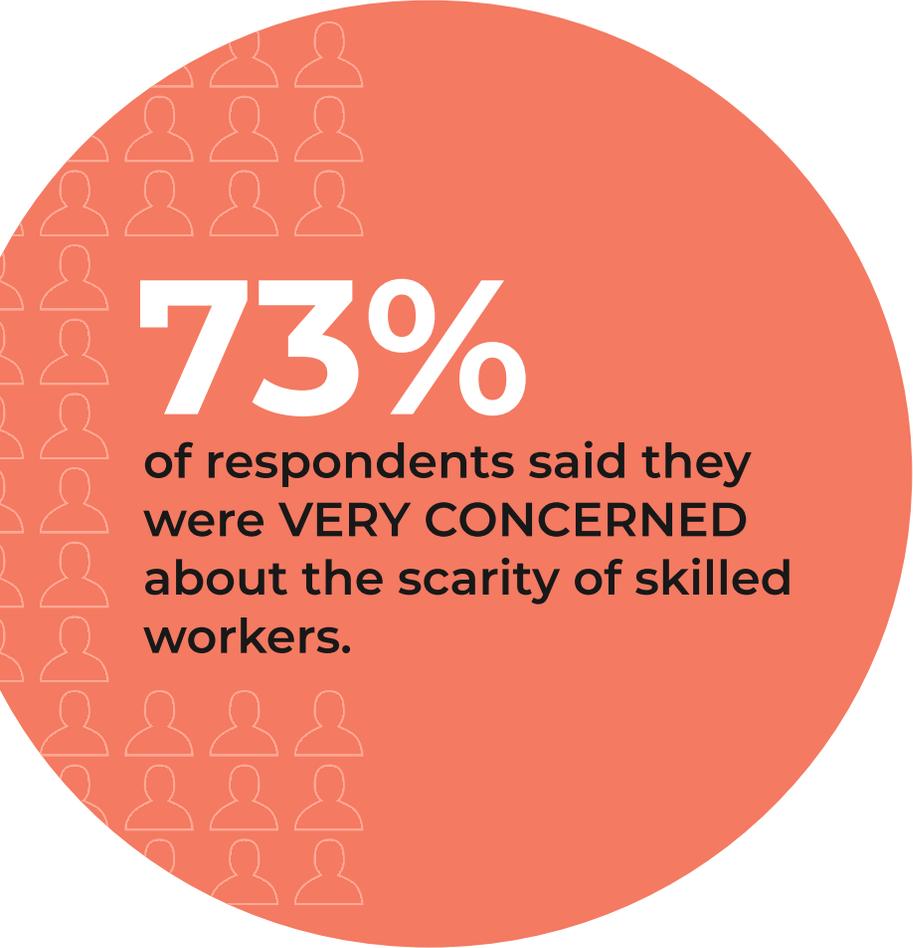


of farmers say that safety is a major concern.



of farmers say it's challenging to find skilled tractor operators.

LABOR SHORTAGES



73%

of respondents said they were **VERY CONCERNED** about the scarcity of skilled workers.

73% confirmed that they've been in a situation in the past when they had a hard time sourcing skilled workers.

73%
Yes, many situations

71% of the respondents said that it is challenging to find skilled tractor operators or workers.

71%
Yes

INCREASING PRODUCTIVITY



of respondents want to know more about yield, productivity, environmental impact, and data-driven irrigation strategies.



showed interest in technology that will help them with farming productivity.



of respondents would like to get more accurate information/analytics about their farming output.



91%

of respondents say they are concerned about the ever-growing cost of production.



SAFETY

89% of farmers say safety is a major concern.

Farming has always been one of the most dangerous jobs in the world. This is mainly because the job requires dealing with heavy machinery and equipment. Not to mention getting exposed to harsh elements like scorching heat and heavy rain while working.

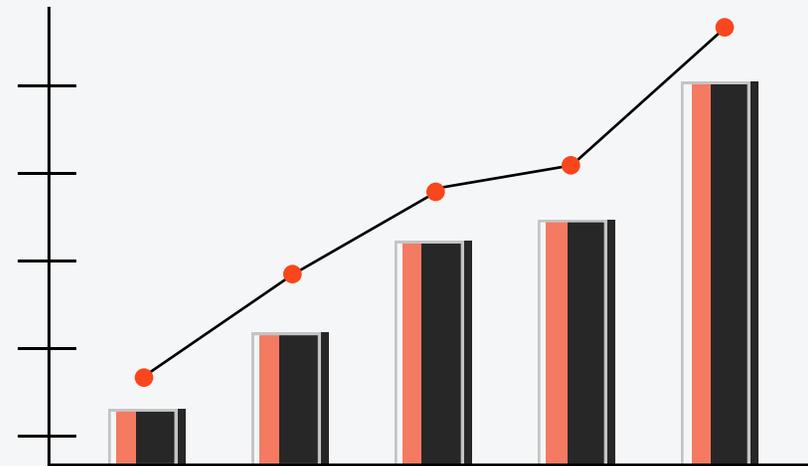
Accidents on the farm will not just jeopardize worker safety but will also affect farm productivity. Farmer injury will hamper day-to-day operation and will also add additional operation costs. That is why safety concerns should be swiftly dealt with.

Fortunately, the majority of farmers recognize technology as a key solution to making farms safer. They are also keen to invest in technology that will boost farm safety. Advanced farming technology will take on mundane and dangerous jobs out of farmer's hands while keeping workflows more efficient..

67% responded that there has been an accident on their farm that involved a field tractor.

91%

of respondents stated they are willing to invest in technology that will increase overall worker safety.



CONCLUSION

All farmers want to make their farms more productive, more sustainable, and safer. The increase in food demand, labor shortages, as well as higher production costs, are some of the current challenges that US farmers face. Due to these challenges, farmers are looking for ways to optimize their production while increasing yield.

Many farmers are fully aware that advanced agricultural technologies can help meet these goals. Farm owners have recognized the potential of agtech, and how it can help the agricultural industry. Advanced farming systems like autonomous tractors can help farmers increase their productivity while keeping fields safer and more cost-efficient. Agtech is indeed a powerful way to future-proof any farming operation.

FUTURE OF FARMING

Safe, productive and efficient farming operations for the next generation of growers.

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