

# THE FARMER & THE DATA

●●●●●●●● Wireless has transformed our society and industries across our economy. Farmers are also turning to wireless technologies—to conserve and more efficiently use a natural resource key to agriculture: water.

**Agricultural-related industries** are critical components of our economy contributing over four percent of U.S. GDP in 2013 and employing over 17 million people in 2014. By 2050, crop production will need to double as economies develop and populations grow. Increasing agricultural productivity is a critical component of meeting this growing food demand.

**But water has become increasingly scarce.** Western states have faced exceptionally low levels of precipitation paired with record-breaking high temperatures that have resulted in severe water shortages. And 40 out of the 50 states expect to have some type of water shortage in the next ten years.

**Wireless technologies** are a critical tool to help farmers boost productivity, conserve water use, and protect the environment. Wireless connectivity enables this by providing:

- Real-time access to information on soil and plant moisture levels
- Data analysis capabilities
- Real-time adjustments to irrigation schedules

**Empowered with this information,** farmers are able to make more efficient irrigation decisions, enabling them to conserve water, increase productivity and profit, and improve water quality.

**As highlighted by California and Minnesota,** states are making significant investments in promoting the use of wireless technology in the agricultural sectors. More companies are beginning to pilot and release irrigation management technologies that incorporate wireless technologies.

**While wireless use by farmers has increased notably,** there is still significant room for greater adoption. The use of moisture sensing devices was the fastest growing irrigation decision-making method between 2003 and 2013, but a large share of farms still have yet to adopt these technologies. In the coming years, more farmers will need to employ wireless solutions to conserve increasingly scarce water and boost their crop productions in order to maintain both this vital sector of the US economy and our environment.

For more information please visit: [ctia.it/23Ck5wj](http://ctia.it/23Ck5wj)



●●●●●●●● Between 2005 and 2013, wireless technology as a primary method of internet access grew by more than 950 percent across U.S. farms.



●●●●●●●● Farmers in California have seen a reduction in the amount of irrigation water used by as much as 25 percent after leveraging wireless technology.



●●●●●●●● The use of moisture sensing devices grew at a faster rate than any other irrigation decision-making method across U.S. farms from 2003 to 2013.