



FARM MANAGEMENT SYSTEM MARKET FORECAST TO 2022

Analysis, Growth Trends, Opportunities, Key Players

TABLE OF CONTENTS

1 INTRODUCTION

- 1.1 KEY TAKE-AWAYS
- 1.2 REPORT DESCRIPTION
- 1.3 MARKETS COVERED
- 1.4 STAKEHOLDERS
- 1.5 RESEARCH METHODOLOGY
 - 1.5.1 KEY DATA POINTS TAKEN FROM SECONDARY SOURCES
 - 1.5.2 KEY DATA POINTS TAKEN FROM PRIMARY SOURCES
 - 1.5.3 ASSUMPTIONS MADE FOR THIS REPORT
 - 1.5.4 LIST OF COMPANIES COVERED DURING THE STUDY

2 EXECUTIVE SUMMARY

3 COVER STORY

4 MARKET OVERVIEW

- 4.1 INTRODUCTION
 - 4.1.1 BENEFITS OF FARM MANAGEMENT SYSTEMS
- 4.2 MARKET DEFINITION
- 4.3 EVOLUTION OF FARM MANAGEMENT SYSTEMS
- 4.4 FARM MANAGEMENT SYSTEMS LIFE CYCLE ANALYSIS
- 4.5 VALUE CHAIN ANALYSIS
- 4.6 MARKET DYNAMICS
 - 4.6.1 DRIVERS
 - 4.6.1.1 AUGMENTED YIELD & PROFITABILITY
 - 4.6.1.2 GOVERNMENT ASSISTANCE
 - 4.6.1.3 ENERGY & COST SAVING
 - 4.6.1.4 GROWING AGRO INDUSTRY
 - 4.6.2 RESTRAINTS
 - 4.6.2.1 HIGH INITIAL INVESTMENTS
 - 4.6.2.2 DEARTH OF TECHNICAL ACUMEN (LACK OF TECHNICAL KNOW-HOW)

- 4.6.3 OPPORTUNITIES
 - 4.6.3.1 UNMANNED AERIAL VEHICLES APPLICATION
 - 4.6.3.2 PENETRATION OF BROADBAND AND MOBILE TECHNOLOGIES
- 4.7 BURNING ISSUE
 - 4.7.1 ENVIRONMENTAL PROTECTION
- 4.8 WINNING IMPERATIVE
 - 4.8.1 PARTNERSHIP AMONG MARKET PLAYERS
 - 4.8.2 FOCUS ON CO-OPERATIVE FARMING
- 4.9 PORTER'S FIVE FORCES ANALYSIS
 - 4.9.1 SUPPLIER'S BARGAINING POWER
 - 4.9.2 BUYER'S BARGAINING POWER
 - 4.9.3 THREAT OF NEW ENTRANTS
 - 4.9.4 THREAT OF SUBSTITUTES
 - 4.9.5 COMPETITIVE RIVALRY

5 GLOBAL FARM MANAGEMENT SYSTEMS MARKET BY TECHNOLOGY

- 5.1 INTRODUCTION
- 5.2 GUIDANCE SYSTEMS
 - 5.2.1 GLOBAL POSITIONING SYSTEM (GPS)
 - 5.2.1.1 GNSS TECHNOLOGY ACCURACY LEVELS
 - 5.2.1.2 GNSS APPLICATION IN FARM MANAGEMENT SYSTEMS
 - 5.2.2 GEOGRAPHIC INFORMATION SYSTEM
 - 5.2.2.1 GIS ADOPTION ANALYSIS FOR U.S.
- 5.3 REMOTE SENSING
 - 5.3.1 HANDHELD
 - 5.3.1.1 HIGH USAGE OF HANDHELD SENSORS
 - 5.3.2 SATELLITE
 - 5.3.2.1 TYPES OF SATELLITE REMOTE SENSING IMAGES
- 5.4 VARIABLE RATE TECHNOLOGY (VRT)
 - 5.4.1 VARIABLE RATE FERTILIZER
 - 5.4.2 VARIABLE RATE PESTICIDE
 - 5.4.3 VARIABLE RATE SEEDING
 - 5.4.3.1 VARIABLE RATE SEEDING EXPECTED TO HAVE HIGHEST GROWTH RATE

6 GLOBAL FARM MANAGEMENT SYSTEMS MARKET BY HARDWARE & SOFTWARE COMPONENTS

- 6.1 INTRODUCTION
- 6.2 AUTOMATION & CONTROL SYSTEMS
 - 6.2.1 DISPLAY
 - 6.2.2 GUIDANCE AND STEERING
 - 6.2.3 GPS/GNSS DEVICES
 - 6.2.3.1 GPS/GNSS DEVICES HAVE HIGHEST MARKET SHARE
 - 6.2.4 MOBILE DEVICES
 - 6.2.5 FLOW AND APPLICATION CONTROL DEVICES
 - 6.2.5.1 FLOW AND APPLICATION CONTROL DEVICES EXPECTED TO HAVE HIGH DEMAND
 - 6.2.6 OTHERS
- 6.3 SENSING & MONITORING DEVICES
 - 6.3.1 YIELD MONITORS
 - 6.3.1.1 HIGH ADOPTION IN THE US MARKET
 - 6.3.2 SOIL SENSORS
 - 6.3.2.1 WIDE ADOPTION OF NUTRIENT SENSORS
 - 6.3.2.2 MOISTURE SENSOR
 - 6.3.2.3 TEMPERATURE SENSOR
 - 6.3.2.4 NUTRIENT SENSOR
 - 6.3.3 WATER SENSORS
 - 6.3.4 CLIMATE SENSORS
 - 6.3.4.1 CLIMATE SENSOR'S GROWING SIGNIFICANCE
 - 6.3.5 OTHERS
- 6.4 FARM MANAGEMENT SYSTEM
 - 6.4.1 SOFTWARES
 - 6.4.2 CONSULTING & TRAINING SERVICES
 - 6.4.2.1 NEW TECHNOLOGY ADOPTIONS PROPELLING CONSULTATION & TRAINING SERVICES

7 FARM MANAGEMENT SYSTEMS MARKETBY APPLICATION

- 7.1 INTRODUCTION
- 7.2 YIELD MONITORING
 - 7.2.1 YIELD MONITORING BENEFITS
 - 7.2.2 ON-FARM YIELD MONITORING
 - 7.2.3 OFF-FARM YIELD MONITORING
- 7.3 VARIABLE RATE APPLICATION
 - 7.3.1 MAP-BASED VRA
 - 7.3.2 SENSOR-BASED VRA
 - 7.3.3 FIELD APPLICATIONS
 - 7.3.3.1 FIELD APPLICATIONS ANALYSIS IN THE U.S. MARKET
- 7.4 FIELD MAPPING
 - 7.4.1 BOUNDARY MAPPING
 - 7.4.2 DRAINAGE MAPPING
- 7.5 SOIL MONITORING
 - 7.5.1 MOISTURE MONITORING
 - 7.5.2 NUTRIENT MONITORING
- 7.6 CROP SCOUTING
- 7.7 OTHERS

8 GLOBAL FARM MANAGEMENT SYSTEMS MARKET BY GEOGRAPHY

- 8.1 INTRODUCTION
- 8.2 AMERICAS
 - 8.2.1 NORTH AMERICA
 - 8.2.1.1 U.S.
 - 8.2.1.2 CANADA
 - 8.2.1.3 MEXICO
 - 8.2.2 SOUTH AMERICA
 - 8.2.2.1 BRAZIL
 - 8.2.2.2 ARGENTINA
 - 8.2.2.3 OTHERS

- 8.3 EUROPE
 - 8.3.1 GERMANY
 - 8.3.1.1 GERMANY HOLDS HIGHEST MARKET SHARE IN EUROPE
 - 8.3.2 U.K.
 - 8.3.3 FRANCE
 - 8.3.4 OTHERS
- 8.4 APAC
 - 8.4.1 CHINA
 - 8.4.1.1 CHINA EXPECTED TO HAVE HIGHEST MARKET GROWTH
 - 8.4.2 JAPAN
 - 8.4.3 INDIA
 - 8.4.4 OTHERS
- 8.5 REST OF THE WORLD
 - 8.5.1 AUSTRALIA
 - 8.5.1.1 ONE OF THE PIONEER IN FARM MANAGEMENT SYSTEMS
 - 8.5.2 MIDDLE EAST
 - 8.5.3 AFRICA
 - 8.5.4 OTHERS

9 COMPETITIVE LANDSCAPE

- 9.1 INTRODUCTION
 - 9.1.1 MARKET SHARES
 - 9.1.2 GROWTH STRATEGY
 - 9.1.3 FARM MANAGEMENT SYSTEMS MARKET PRODUCT PORTFOLIO
- 9.2 COMPETITIVE SITUATION & TRENDS
 - 9.2.1 NEW PRODUCT DEVELOPMENTS & LAUNCHES
 - 9.2.2 JOINT VENTURES, COLLABORATIONS, PARTNERSHIPS, ALLIANCES & CONTRACTS
 - 9.2.3 MERGERS AND ACQUISITION
 - 9.2.4 OTHERS

10 COMPANY PROFILE

*(Overview, Products and Services, Financials, Strategy & Development)**

- 10.1 AG BUSINESS & CROP INC.
- 10.2 AG LEADER TECHNOLOGY
- 10.3 AG-NAV INC.

10.4	AGCO CORPORATION
10.5	AGJUNCTION INC.
10.6	AGRI CON GMBH
10.7	AMERICAN SENSOR TECHNOLOGIES INC.
10.8	AUTOFARM
10.9	AUTOMATA INC.
10.10	DEERE & COMPANY
10.11	DICKEY-JOHN CORPORATION
10.12	ECHELON AG INC.
10.13	JAIN IRRIGATION SYSTEMS LTD.
10.14	OMNISTAR
10.15	PRECISION PLANTING INC.
10.16	PRECISIONAGRICULTURE.COM.AU
10.17	RAVEN INDUSTRIES INC.
10.18	SOYL FARM MANAGEMENT SYSTEMS
10.19	TEEJET TECHNOLOGIES
10.20	THE TORO COMPANY
10.21	TOPCON PRECISION AGRICULTURE
10.22	TRIMBLE NAVIGATION LIMITED