



# Smartphones

## Help Answer the Call in Modern Agriculture

Farmers look for the latest technologies to help them grow food with increasing precision, from modern irrigation machinery to protecting seeds for better prevention against insect damage. Today's growers are also quickly adopting the use of another technology: smartphones. Smartphones quickly and easily provide weather updates, GPS technology, yield estimate calculations, suggested weed management practices and more. In fact, a *Farmers Weekly* poll found that mobile phones are one tool that 56 percent of farmers couldn't live without.<sup>1</sup>

Whether it's calculating figures to help mix crop protection products or using visual recognition software to identify plant species, smartphone apps equip farmers and ranchers to better feed their communities. Farmers have more flexibility and freedom on and off the field with information that is easily accessible day and night.



<sup>1</sup> <http://www.fwi.co.uk/articles/10/04/2012/132235/farming-in-the-age-of-the-smartphone.htm>

