Are robots gamechangers for future farming?

René Koerhuis
Editor & Precision Farming Specialist
Are robots gamechangers for future farming?

Yes, because

• They give farmers autonomy (again)
  • Work-life balance
  • E.g. milking robots
  • Less stress
  • Quality & quantity control
  • Company & crop management
  • Labour & capacity

• The future is (partly) autonomous
  • Repetitive, hazards, sustainable food production, servitisation

Source: ABN AMRO Bank, ‘Battle for agricultural robots begins’
Are robots gamechangers for future farming?

Not (yet), because

- They don’t work (yet)
  - Impractical
    - First field robots date 20 years back!
  - (Too) complicated
    - Data (monetising)
  - Supervision = labour
  - Current production systems
    - Machines & implements
    - Dairy, greenhouses
  - Too diverse
    - Previous tractor landscape
  - Standardisation (ISO 18497)
  - Put the farmer first again

Source: ABN AMRO Bank, ‘Battle for agricultural robots begins’
René Koerhuis
Editor & Precision Farming Specialist
+31(0) 6-2845 1971
info@q-riousmarketing.nl
www.linkedin.com/in/rené-koerhuis-8325394
www.futurefarming.com/Author/Rene-Koerhuis