



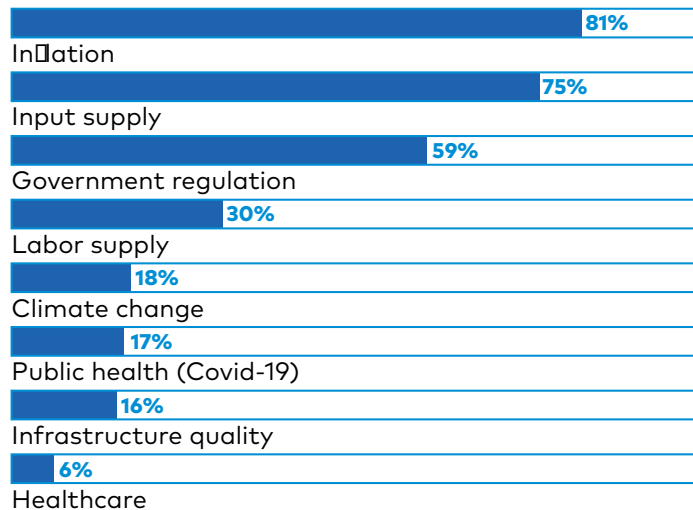
The Farmer Perspective on the 2022 Ag Season: What You Need to Know

As we enter a new growing season, DTN surveyed more than 1,000 farmers and producers across the U.S. to better understand what's on their minds – how they're planning for 2022, what strategies and tools they'll use to ensure a more productive season, and their thoughts on how technology will impact the agriculture industry in the coming months and years. Read on for our key insights:

Economy Front-and-Center

When it comes to pressing issues, the pricing and availability of goods will be a key hurdle for farmers throughout 2022.

81% said inflation will have a significant impact on this year's operations, while **75%** said the same thing about input supply.

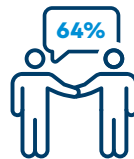


Location, Location, Location

When it comes to input suppliers, farmers prefer to support their communities.



2 in 3 say they are working exclusively with local suppliers to evaluate their harvest and plan for the next year. Buying local also allows farmers to speak with their suppliers face-to-face.



64% of farmers prefer face-to-face communications with suppliers. When farmers do review communications, earlier is better.



67% usually review communications from input suppliers and partners on weekday mornings.


Plowing New Ground

Nearly **1 in 3** farmers will likely use a new technology on their farms this year. Among their top priorities:

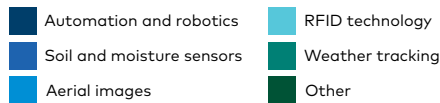
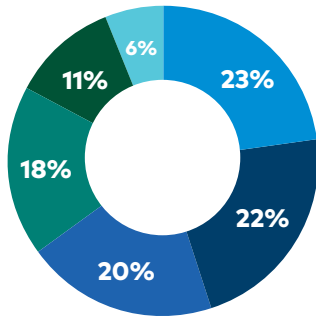
40%  Aerial images

34%  Weather tracking

30%  Soil and moisture sensors

26%  Automation and robotics

Farmers were evenly split when it came to the technology they felt would most significantly impact operations this year. Aerial images, automation and robotics, and soil and moisture sensors being the top three choices.



New Machinery for a New Year

More than **1 in 3** farmers have purchased, or will likely purchase, new machinery for the 2022 season. The most popular machineries purchased were:

51% Tractor

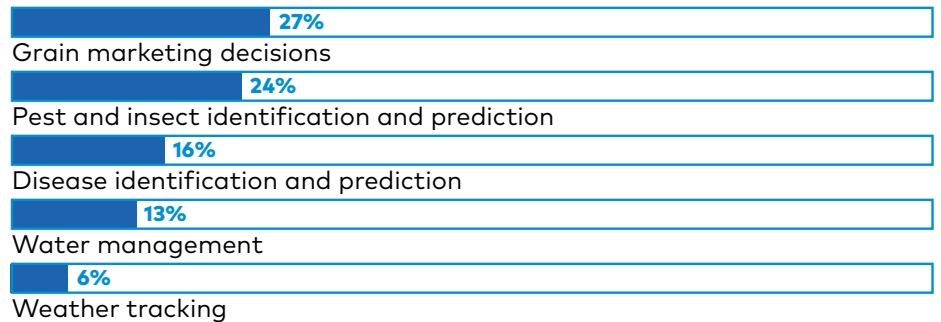
24% Planter

31% Harvester

15% Sprayer

Harvesting Data

Data offers farmers opportunities for productive seasons – if they can successfully harness it. Below are the types of data farmers ranked as the most challenging to collect and analyze:

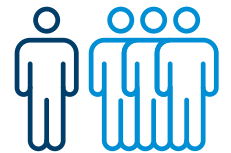


Future Fields

Farmers believe the industry's next big advancements will focus on how to achieve deeper visibility into their land. Nearly **1 in 4** see precision technology as having the biggest impact on the agriculture industry over the next three years. Other popular technologies:

20% Artificial intelligence and machine learning

20% Fertilizer and sprayer technology



Data cited in this publication is the result of the Q1 2022 Producer Pulse conducted by DTN. This information is being provided for informational purposes only. The Producer Pulse Survey from DTN is a quarterly poll of over 1,000 U.S. farmers. Respondents cover all age groups (18 and older), regions and genders.

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