

# The Role of Technology and Data

Federal Reserve Bank of Kansas City Agricultural Symposium

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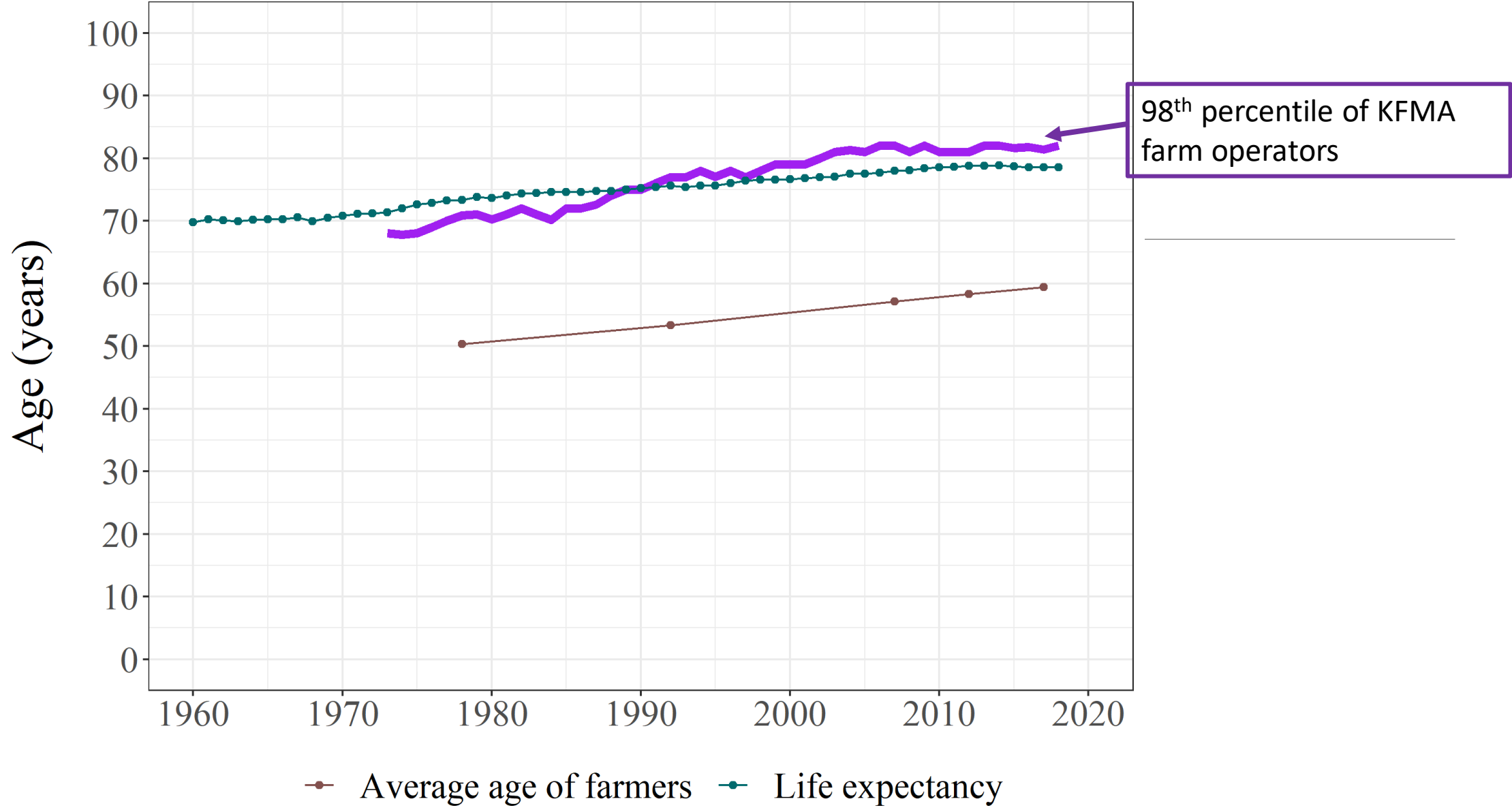
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LAVONA TRAYWICK, ARKANSAS COLLEGES OF HEALTH EDUCATION



# Generational Characteristics

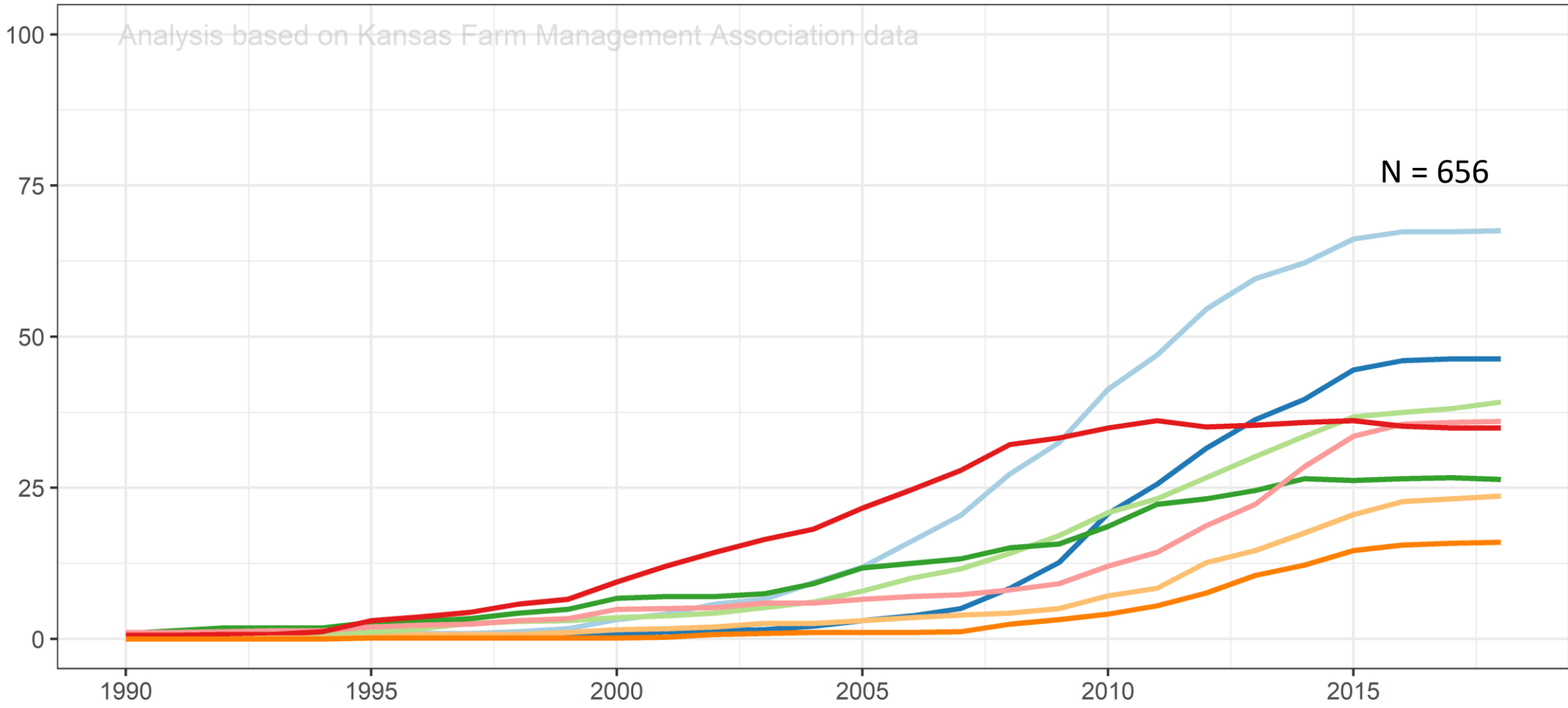
	Silent Generation	Baby Boomers	Generation X	Millennials (Gen Y)	Generation Z
Year of Birth	Born before 1945	1946 to 1964	1965-1980	1981 to 1996	1997-2012
Work	Delay gratification; jobs are for life	Strong Professional Identity; Careers by employers	Less interested in promotion; Portable careers	Disconnect effort and reward; Work “with” not “for”	Risk elimination; Career multitaskers
Aspirations	Home Ownership	Job Security	Work/Life Balance	Freedom and Flexibility	Security and Stability
Technology	Largely disengaged; Hope to out-live it	Early IT adopters, Master it	Digital Immigrants; Enjoy it	Digital Natives; Employ it	Technologic; Can't live without it
	Snail Mail	Facebook	Email/Twitter	Instagram	Snapchat/GroupMe
Attitude towards authority	Honor and Respect them	Challenge them and Replace them	Ignore them	Leaders must respect you	I am the leader



Analysis based on Kansas Farm Management Association data

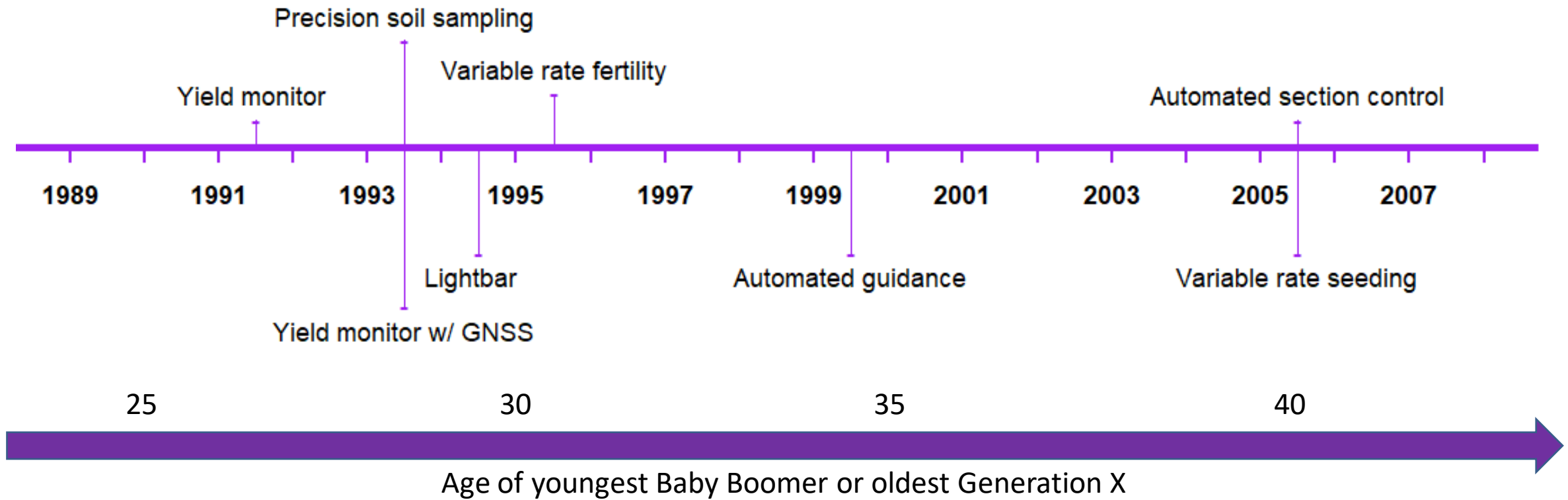
Percent of farms

N = 656

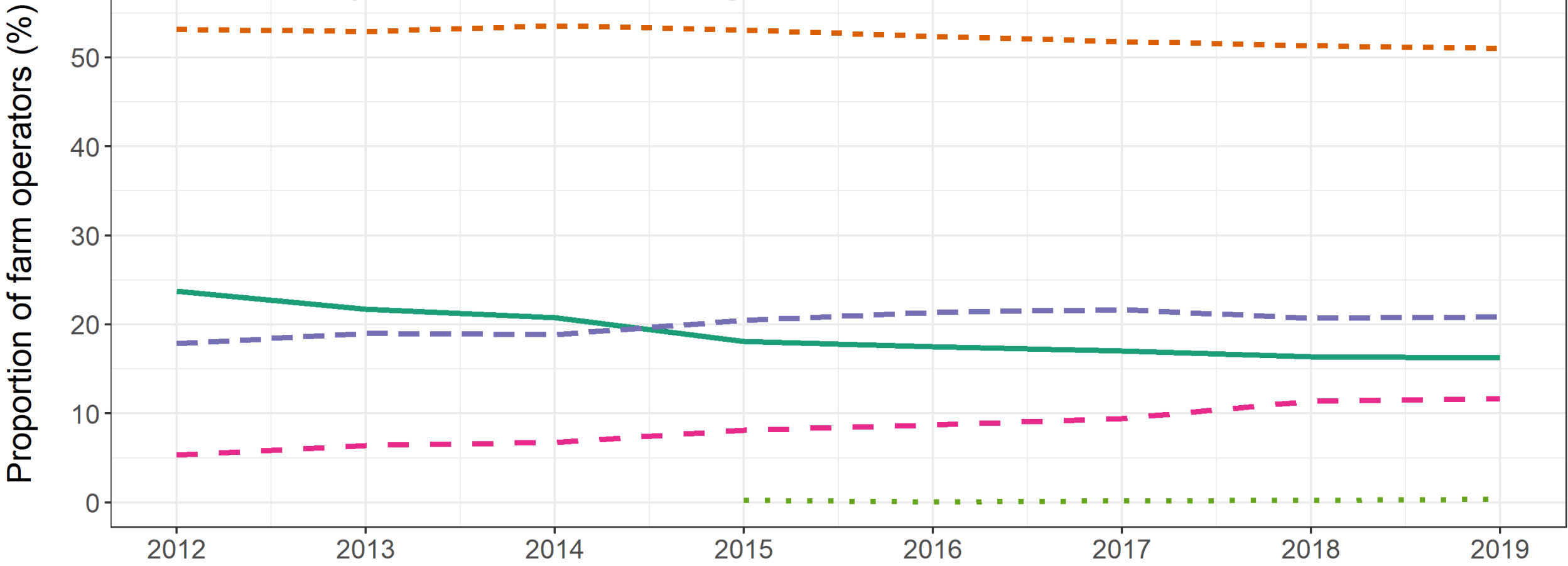


- Automated Guidance
- Automated Section Control
- Combine Yield Monitor (w/ GNSS)
- Combine Yield Monitor (w/out GNSS)
- Grid Soil Sampling
- Lightbar Guidance
- Variable Rate Fertility
- Variable Rate Seeding

# Date of commercial availability



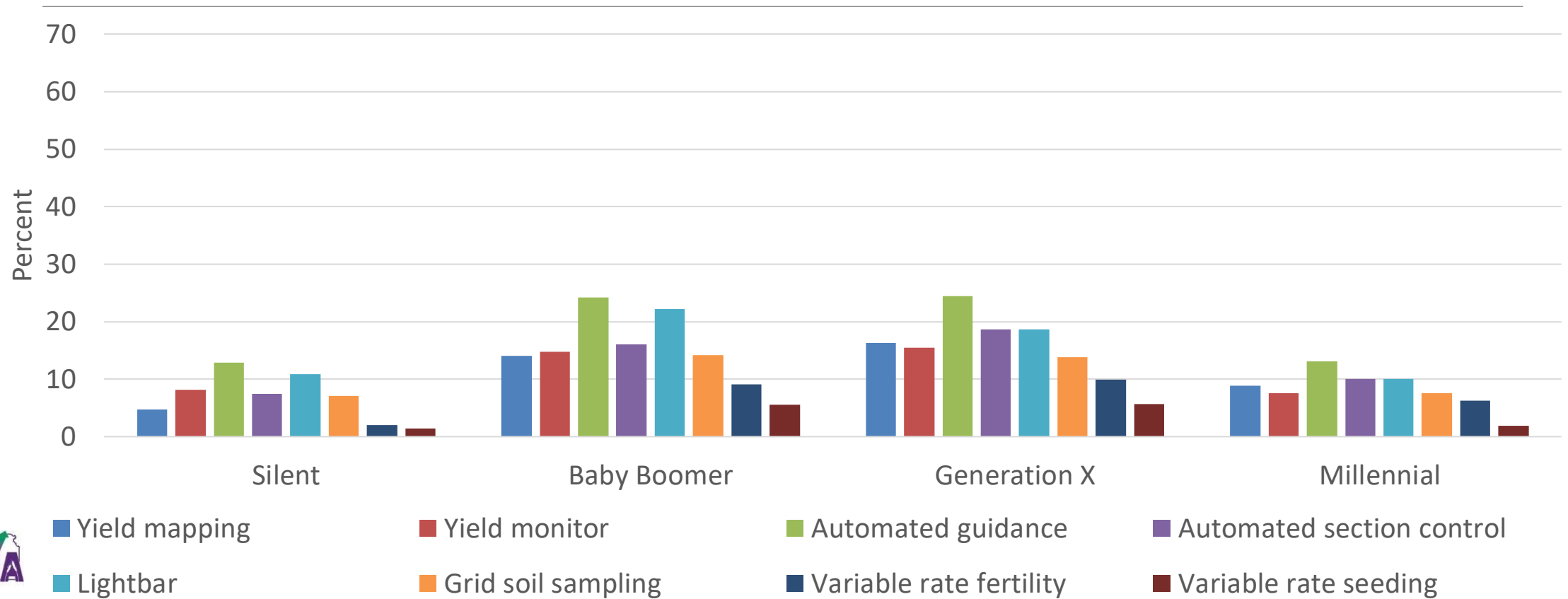
Analysis based on Kansas Farm Management Association data



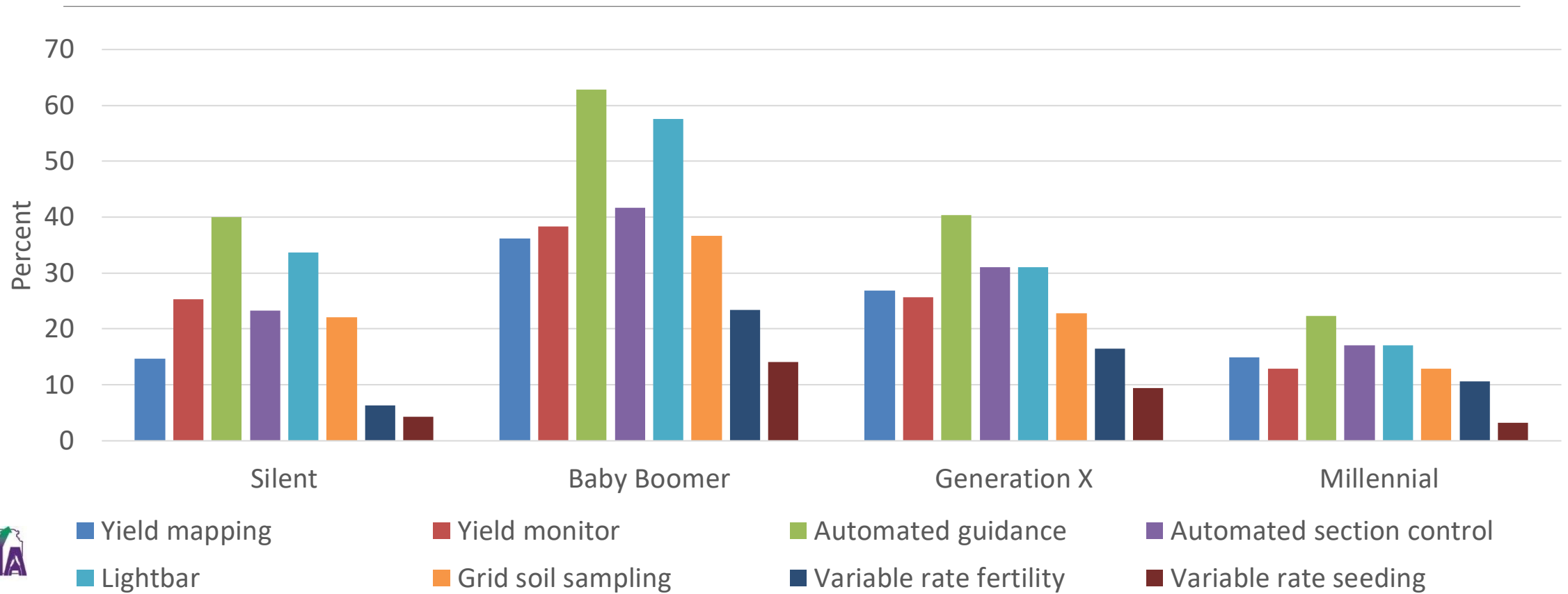
— Silent — Baby Boomer — Generation X — Millennial ··· Generation Z



# Sole proprietor farms



# Multiple-operator farms



Yield mapping

Yield monitor

Automated guidance

Automated section control

Lightbar

Grid soil sampling

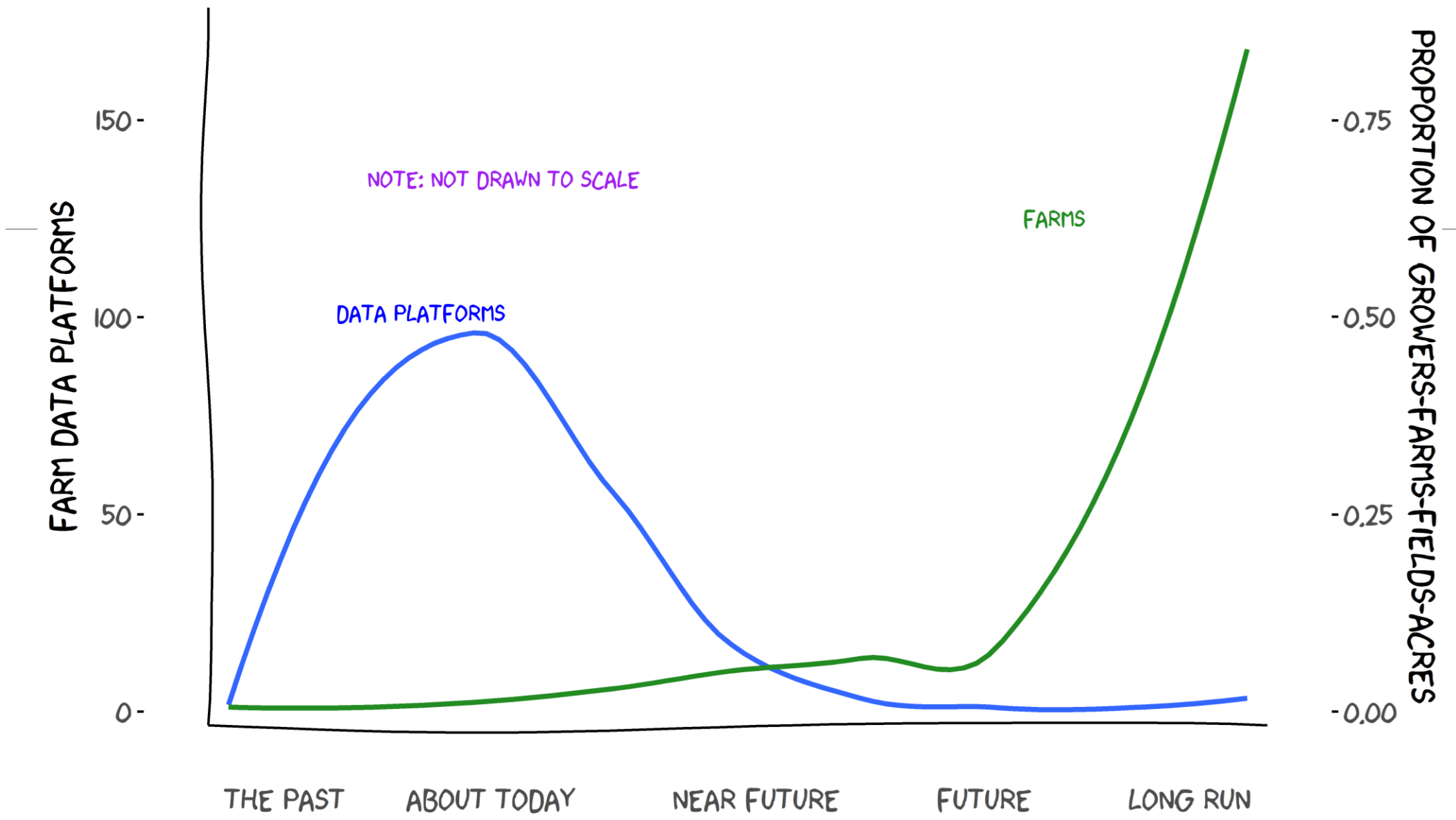
Variable rate fertility

Variable rate seeding



AgManager.info





# Summing up ag tech across generations

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Explaining ag tech is NOT for every grower on every field

- Where, when, what, and **who!**
- Sometimes waiting is optimal decision

Generation Z may operate farms differently than Baby Boomers

Generational skipping

