

Adoption Survey



INFORMATION

Top 3 Influential Information Sources for On-farm Adoption:



Your past experiences



Sales representatives



Recommendations from other farmers

Top 3rd-Party Independent Data Sources:

1 | FIRST Trials

2 | Becks PFR

3 | IN10T FarmerTrials

YouTube

Ag PhD

Millennial Farmer



Corn Warriors

Podcasts

Ag PhD

The Future of Agriculture



Off the Husk

No-till Farmer

Top University Trial Resources:

Kansas State

Iowa State



University of Nebraska

University of Minnesota

FARMER ADOPTION BEHAVIORS AND INTENTIONS

Top 3 practices used to measure crop performance:



81%

Scout fields for visual observations



73%

Conduct structured trials on my farm



60%

Use Farm Management System to analyze yield data

In the next 2 years, farmers intend to:

77%
somewhat/
very likely



Use variable rate planting scripts

75%
somewhat/
very likely



Adopt new biologicals or microbial products

75%
somewhat/
very likely



Adopt new crop management technology

Statements reflecting agreement when it comes to selecting new products and technologies for the farm:



80%
somewhat/
strongly agree

that farmers prefer to use products that have been validated over multiple seasons



78%
somewhat/
strongly agree

that farmers prefer to use products that they have seen work in-person

Most important factors when choosing a new product:



Service and support provided, if needed



Shows noticeable results in yield



Creates operational efficiencies

METHODOLOGY

N = 266

Research conducted by IN10T in December 2020. Respondents were from the FarmerTrials Network in North America.