

## **Outfitting your Agronomists and Farmers with Useful Technologies**

Technology keeps coming to the market place at a brisk pace. It is hard to keep up with all the new equipment, software and services. It begs the question of how the role of the Crop Specialist or Agronomist of tomorrow will change. Basic agronomy skills will remain however they will be augmented by technology. The technology generates a massive amount of data. We will need integrated systems to handle the volume, velocity and variety of data. The fundamental role of a service provider will also change. What training support and tools will be required for employees to thrive in a mobile, digitally connected world?

To sort through all the technology will require critical thinking skills to evaluate the options. Often asking a very simple question. What problem am I trying solve? Will this technology help me? We will share some systems approaches and thoughts on how to manage in a near real time digital world inundated with data from a variety sources.

“Technology will not replace the agronomist however the agronomist that chooses to use technology will replace those that do not. “ (Unknown source).

How will you earn the “trusted advisor” status with your customers?