

# **Information Source Preferences in Precision Agriculture. (A07-hawkins080344-Oral)**

## **Authors:**

- D.R.Ess - *Purdue University*
- S.B.Blackmore - *Royal Veterinary and Agric. Univ., Denmark*
- S.Fountas - *Royal Veterinary and Agric. Univ., Denmark*
- J.Lowenberg-DeBoer - *Purdue University*
- S.Hawkins - *Purdue University*

## **Abstract:**

The adoption of precision agriculture has been hindered by the fact that even though crop producers acquire a vast amount of data, many challenges still remain in data handling, interpretation, and efficient use in decision making. Therefore, in July 2002, the Site Specific Management Center at Purdue University carried out a mail survey of Cornbelt farmers using precision agriculture. The survey focused on information sources, adoption of precision agriculture practices, level of satisfaction for the provided services, data handling, and value of information for decision making. A detailed view of the current use of precision agriculture as well as decision making processes in this domain was obtained. The results identify the impediments to, and trends within, the adoption of precision agriculture and give recommendations for efficient information management.

## **Corresponding Author Information:**

Stephen Hawkins  
Purdue University  
1140 AGAD  
Wesly Lafayette, IN 47907-1140

phone: 765-494-8370  
e-mail: [ess@ecn.purdue.edu](mailto:ess@ecn.purdue.edu)

## **Presentation Information:**

Presentation Date: Tuesday, November 12, 2002  
Presentation Time: 8:15 am

## **Keywords:**

Precision Ag Resources, Decision making