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Definition of “Precision Agriculture”

1. “Precision agriculture or precision farming is a holistic management strategy for broad-sense agricultural and livestock farms which takes advantage of farmers’ knowledge and agronomical expertise together with sensors, ICT and a wide range of technologies to consider spatial and temporal variability. Its goal is making more informed site/individual-specific management decisions to increase farm efficiency and profitability in a sustainable way, while reducing the environmental footprint.”

2. “Precision agriculture, also called precision farming, is a management strategy that relies on diverse information technologies to improve crop and animal production with the goal of increasing profitability and to reduce negative environmental impact.”

3. “Precision agriculture is a management strategy that uses a wide range of technologies to gather, process, and analyze data for the purpose of guiding targeted actions that improve the efficiency, productivity, and sustainability of agricultural operations.”
“Take it to the farmer”

--Dr. Norman Borlaug