Data Utilization

6 Types of Data Tools

When properly collected and interpreted, data is a tool that can provide insights that improve decision making and help optimize farm management. There are six main types of digital tools on the market today that collect agricultural data and analyze it to create value. Depending on the operation, it is likely that more than one digital tool or service will need to be employed to make the most of agricultural data.

1 DATA WAREHOUSING

These tools store agricultural data and often include capabilities for sharing and organizing data.

2 PRODUCTION BENCHMARKING

These tools allow farmers to benchmark the performance of their operations against similar farms and provide them with comparative data on agronomic response, yield, costs and profit margins.

3 PRODUCTION ANALYSIS

Farmers can use these tools to analyze production data and gain the insight needed to make operational decisions.

4 IN-SEASON MONITORING

Monitoring tools allow farmers to monitor crop health, development and stress during the growing season.

5 CROP MODELING

Modeling tools estimate crop nutrient needs, crop development and yield potential and provide information to help farmers make in-season decisions.

6 RECOMMENDATIONS

Recommendation tools link farmers to their trusted consultants and advisors for additional support during decision-making periods.

For more information and links to additional resources, visit www.unitedsoybean.org/techtoolshed

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