

Digitisation – Both Opportunity and Challenge

Steering tractors straight across fields with the help of satellites, using interconnected sensors to ensure optimal climate conditions in stables at all times, fleet management programmes to help avoid unnecessary trips during harvesting – all of these are examples of digitisation in agriculture. This mega trend of the 21st century has been making its mark on Bavarian farms for a while now.

Smartphones and computers are a part of it

Farms depend on high-performance broadband internet if they want to stay competitive. Access to information, communication with authorities, ordering inputs like seeds or coordinating workers: more and more takes place online, which makes powerful digital infrastructure indispensable.

New technology and time-tested experience

complement one another Every-day components of livestock management such as feeding and milking are also being automated. This means less physical labour for farmers, in exchange for more time to tend to the animals. This type of progress is necessary and reasonable. One thing remains clear, however: people will continue to be the central element of agricultural processes. Technology will never be able to fully replace the experienced farmer's trained and attentive eye and their knowledge of the animals, plants, soils and the weather.



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