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FARMER PERCEPTION OF AGRICULTURAL DRONES

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Founder + CEO
STRATOVATION GROUP

HARNESSING THE STORM. 2026 ADJUVANTS, INERTS & CROP PROTECTION CONFERENCE

ABOUT STRATOVATION GROUP

Our Core Values

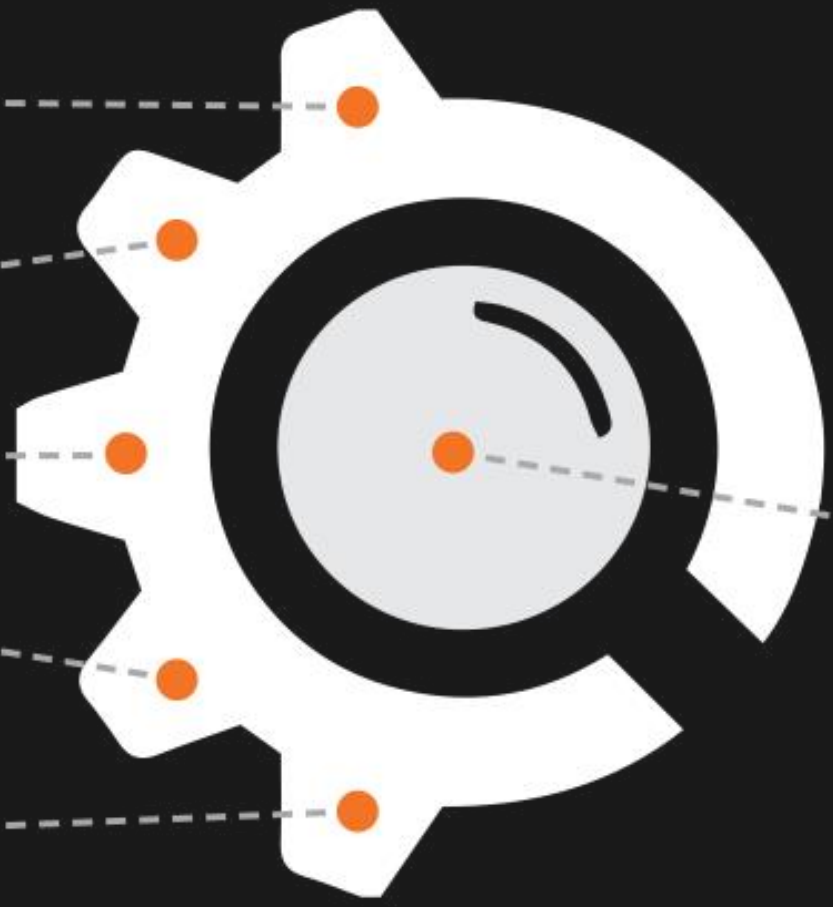
High-Trust Integrity
... we are all people who act with **good intentions**, and we can trust each other to do so.

Impactful
... we want to score points and we want to **'get shit done'** – it's not enough to just have meetings.

Empathy
... we're willing to put ourselves in other people's shoes (i.e. clients, team members, farmers, etc.)

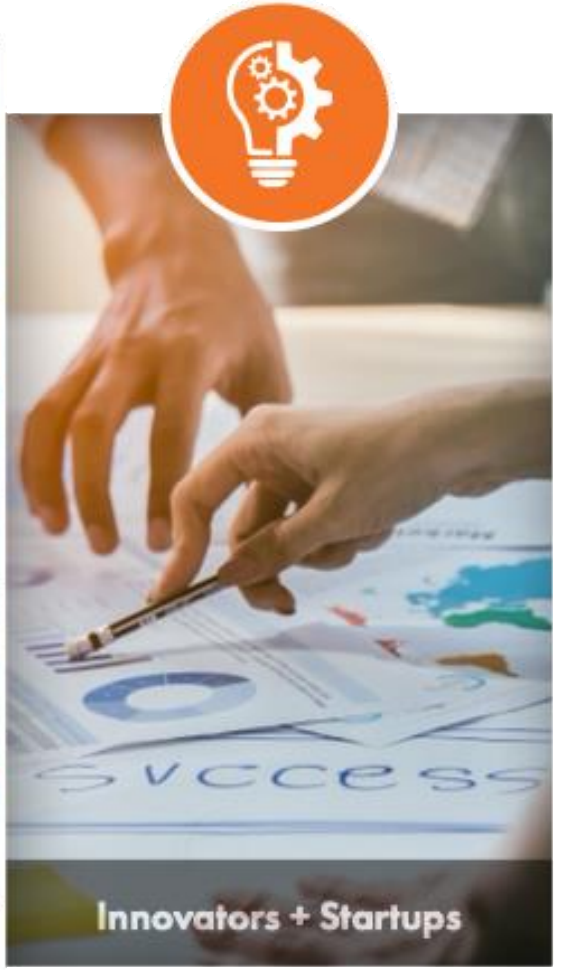
Analytical
... we make decisions based on **data and insights**, not emotion or politics. (i.e. data driven strategy)

Family First
... we recognize our first priority in life is family, and not a business, so we prioritize our families first and **live those values through our work**.



Passionate
... **we are deeply committed** to the clients we serve, the work we do, and the team members who depend on us. Our passion for each industry we serve drives us to go above and beyond in every endeavor.

Where We Focus



Where We Focus

- Marketing + Branding
- Strategic Communications
- Event + Trade Show Planning
- Website/Digital Development + Commercialzation
- Market Research + Business Intelligence
- Strategy + Consulting with Deliverables + Measurements

Our Data Driven Approach

Collect market, business, and customer **DATA**, **RESEARCH**, and **REPORTS** to "Aim before we fire".

Data informs the **STRATEGY** & allows us to build informed **PLANS**.

TACTICS (i.e., marketing, website, PR) are designed and implemented, laddering up to the broader plan.

ANALYTICS are used to track success & KPIs (where possible) across tactics to build **REPORTS.**

STRATOVATION GROUP IS...

We help innovative companies understand and attack problems through research, consulting, & marketing services.

We're a scrappy team of passionate experts, without the traditional agency or in-house overhead.

THE STUDY

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FARMER PERCEPTIONS OF DRONES: USERS & NON-USERS

FARMERS ARE THE CENTER OF OUR WORLD

and it's time for the market to listen to them more - the good, the bad and the ugly.

There is a ***lot* of excitement** in the market about drones and ***not* a lot of clarity.**

- Currently, most **available research reports focus on macroeconomic trends, often leaving out farmer perceptions** & context from the farm gate
- While these reports are useful for broad trend analysis, **they lack the details needed to identify the opportunities, challenges, and other key factors growers consider** when considering the technology used on their farm
- The goal of this study is to provide business, policy, and regulatory leaders the farmer led insights they need to make data-driven decisions that will positively impact the U.S. agri-food value chain.

SOLVING THE MARKET GAP

Stratovation Group is developing the "Farmer Perception of Agricultural Drones" program, a new report that we kicked off in 2025.

- **This is a farmer centric study**, conducted with and in support of industry partners, is **designed to better understand farmers' perceptions of drones, and why they choose to use (or not use) them.**
- The results of this study will provide a deeper understanding of the
  - **Demographics**
  - **Psychographics**
  - **Attitudes of farmers**

  who are **currently using** or considering drones in their operations, *as well* ***as those who aren't.***

STUDY OBJECTIVES

UNDERSTAND

- Understand farmers' awareness, adoption, and usage of drone technology—including
  - Purchase History
  - Preferred Types
  - Future Intent

IDENTIFY

- Drone Impressions
- Affordability Perceptions
- Perceived challenges from both users and non-users

DISCOVER

- Understand how farmers assess drone attributes and benefits sought, along with their awareness and perception of industry leaders,

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ABOUT THE PARTNERS

A Unique Partnership

Stratovation Group has partnered with the Ag Retailers Association, The Fertilizer Institute, D.C. Legislative and Regulatory Services and CropLife America for this important effort.

Ag Retailers Association (ARA)

ARA advocates, influences, educates and provides services to support its members in their quest to maintain a profitable business environment, adapt to a changing world and preserve their freedom to operate.

The Fertilizer Institute (TFI)

TFI is the leading voice of the fertilizer industry, acting as an advocate for fair regulation and legislation, a consistent source for trusted information and data, a networking agent, and an outlet to publicize industry initiatives in safety and environmental stewardship.

D.C. Legislative & Regulatory Services (DCLRS)

DCLRS is a bipartisan lobbying and government relations firm representing a diverse group of clients before Congress and federal regulatory agencies.

CropLife America

CropLife America is the national trade association advocating for all facets of the crop protection industry as it drives innovation in modern agriculture. The organization champions science-based policies and forward-looking technologies.

Stratovation Group

Stratovation Group helps innovative companies understand and attack problems through research, consulting, & marketing services.

THANK YOU TO OUR SPONSORS!

RESEARCH APPROACH

TARGET AUDIENCE

- Large, full-time farmers
- *Row crop focus across US*
- *261 completed online interviews*

APPROACH

- Web-based survey
- 83 questions, lasting ~20 minutes.

DATES IN THE FIELD

- Q3 2025

Current Drone Users
101 online surveys

Non-Drone Users
160 online surveys

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DETAILED FINDINGS

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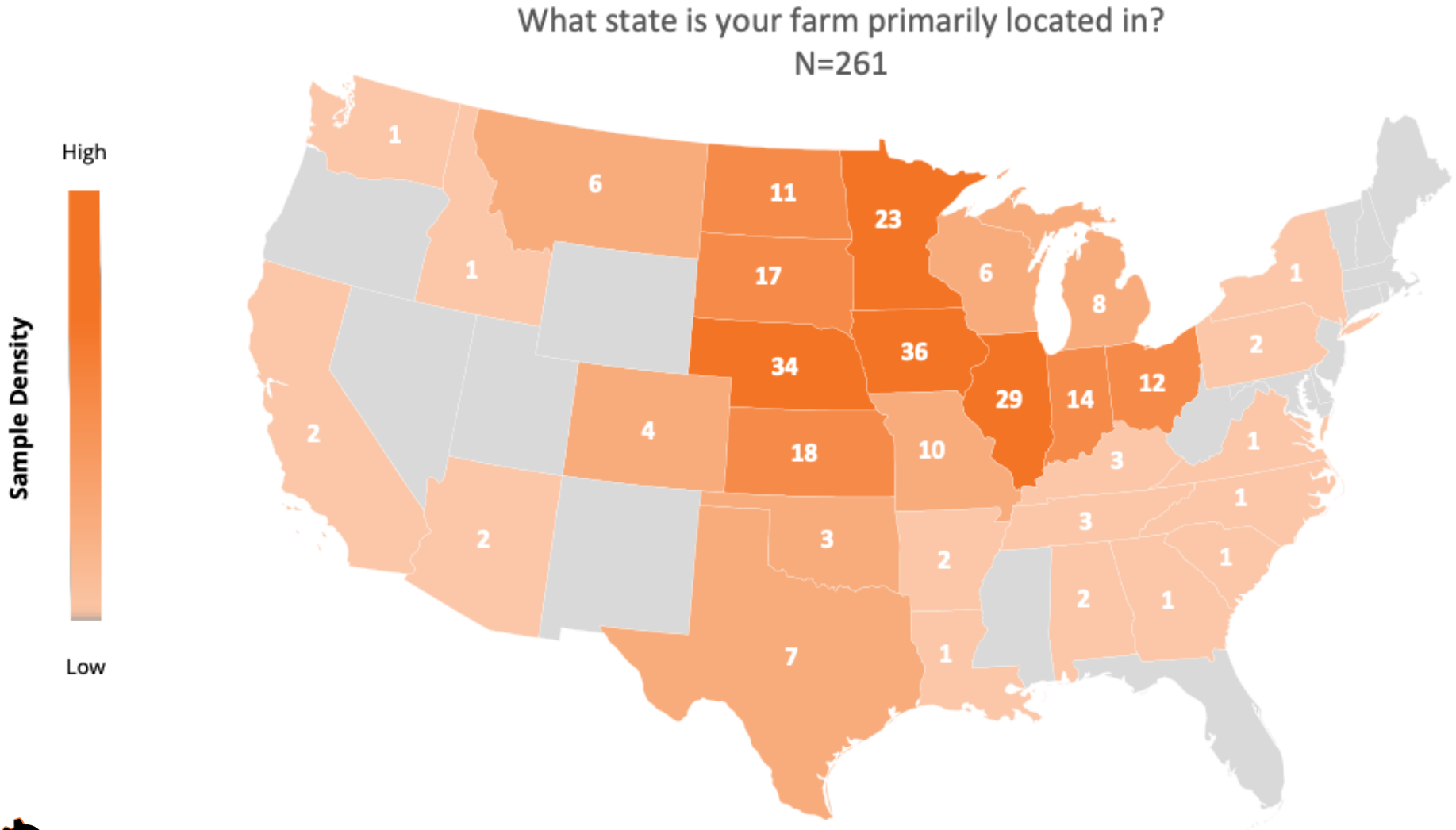
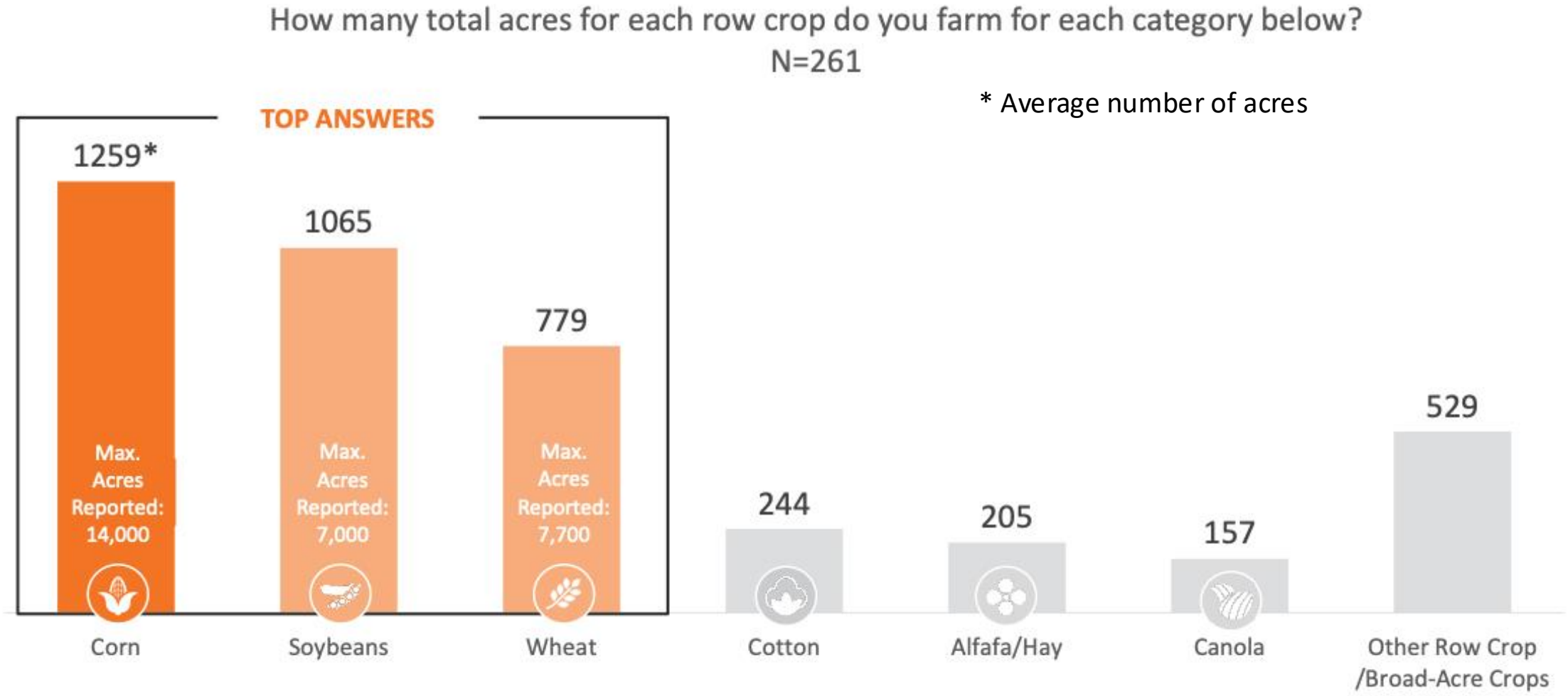
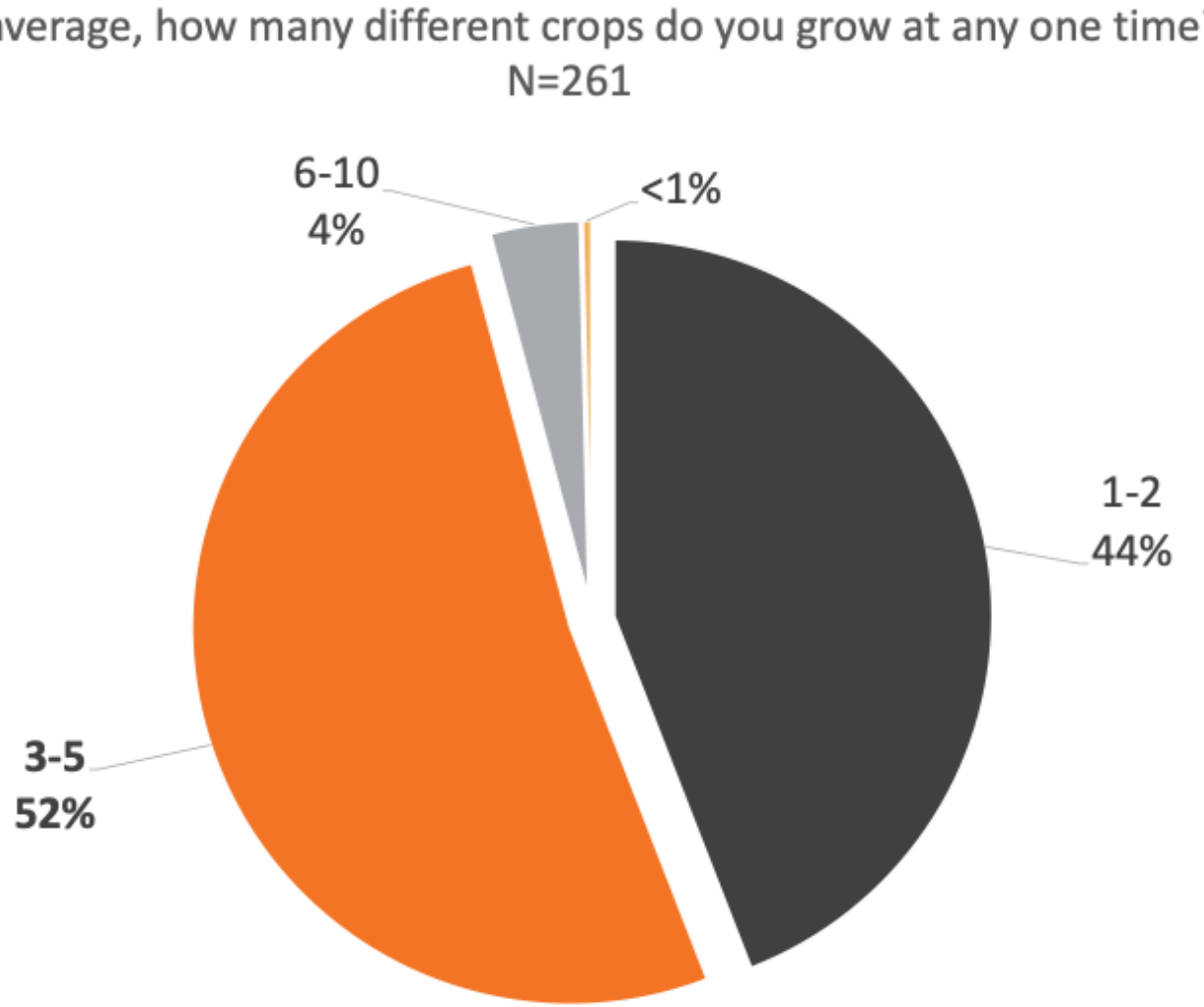
Respondents came from a wide range of U.S. states, with the majority located in the Midwest.



As expected, corn, soybeans and wheat top the row crop lists. Large farm operations are well represented.



Nearly all of participants grow less than six crops at any one time (96%).



Two thirds of participants (67%) did not utilize drones of any type on their farm.

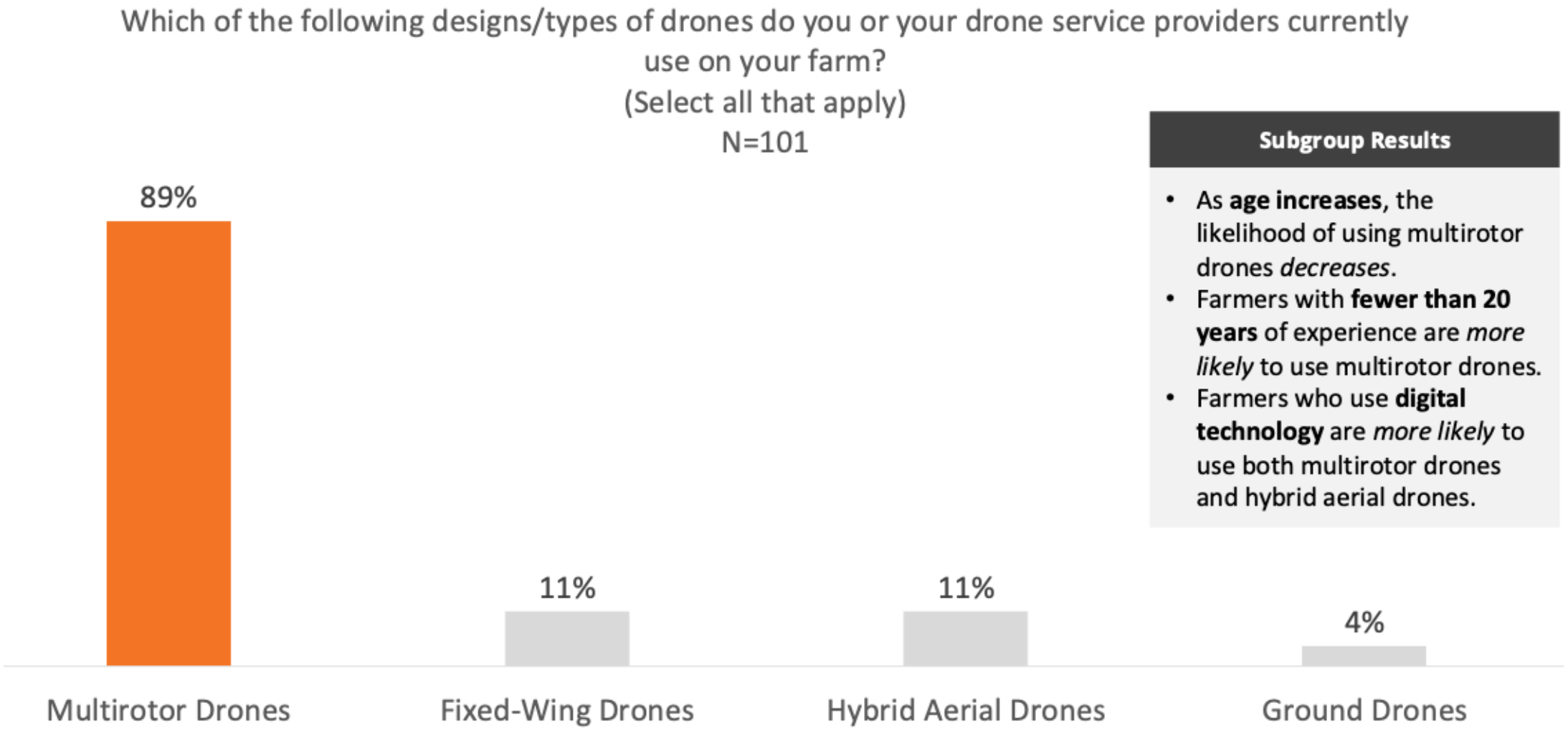
Do you currently use unmanned vehicles/vehicles, or drones, on your farm for agricultural purposes?

Survey Quota Sample (N=261)

Subgroup Results

- As **age increases**, the likelihood of using drones *decreases*.
- Farmers with **fewer than 20 years** of experience are *more likely* to use drones.
- Farmers who use **digital technology** are also *more likely* to adopt drones.

Of those who use drones, multirotor drones (89%) were more common than the other types combined.

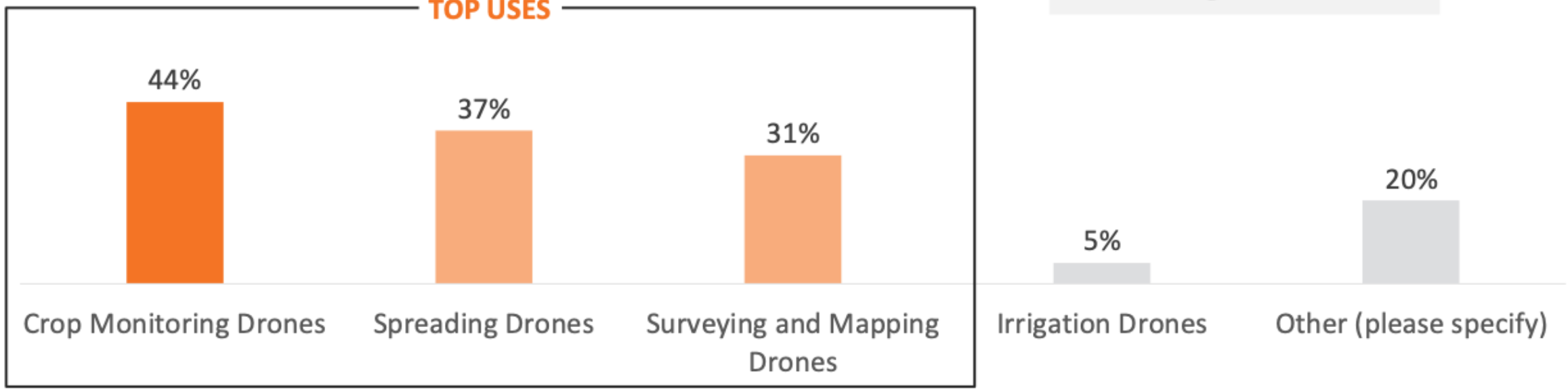


Subgroup Results

- As **age increases**, the likelihood of using multirotor drones *decreases*.
- Farmers with **fewer than 20 years** of experience are *more likely* to use multirotor drones.
- Farmers who use **digital technology** are *more likely* to use both multirotor drones and hybrid aerial drones.

Drone users were mainly using drones for crop monitoring, spreading and surveying/mapping.

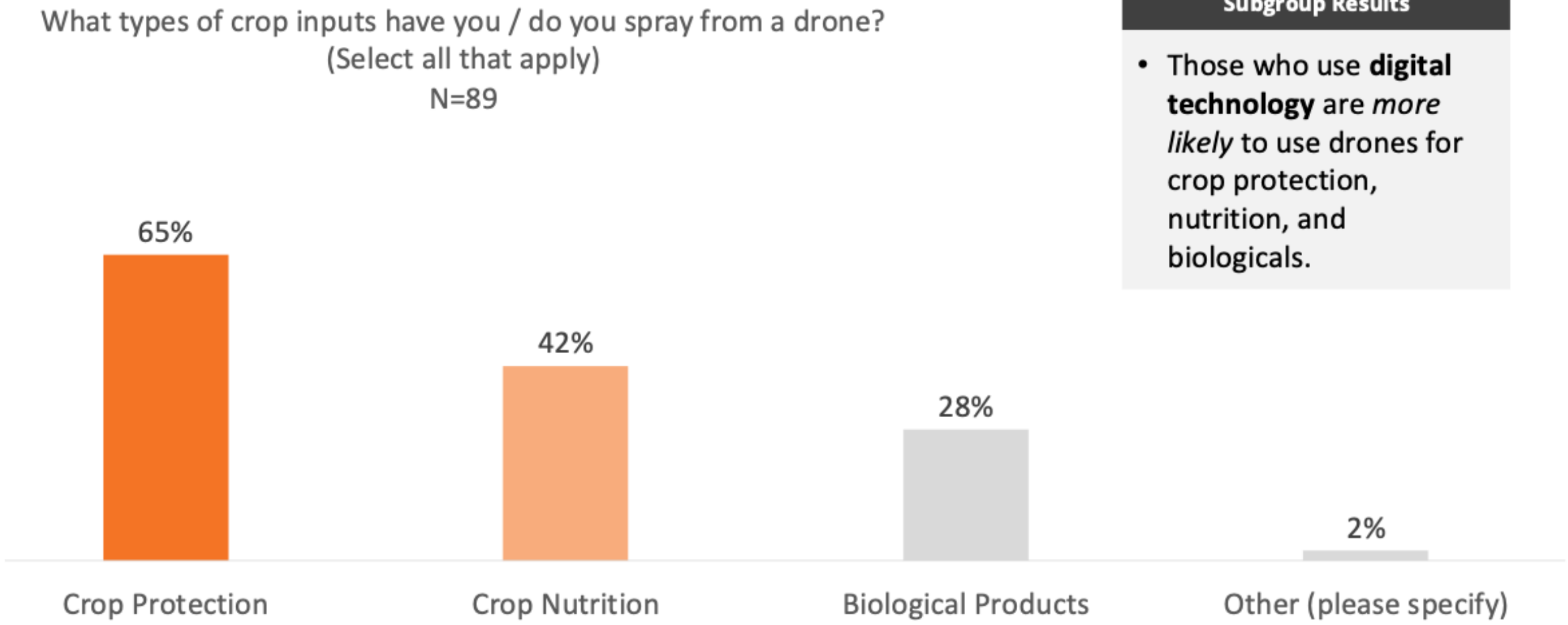
How are the drones used on your farm?
(Select all that apply)
N=89



Subgroup Results

- Those who use **digital technology** are *more likely* to use surveying and mapping drones, spreading drones, and crop monitoring.

Crop protection (65%) was the most common type of crop input to be sprayed by a drone.

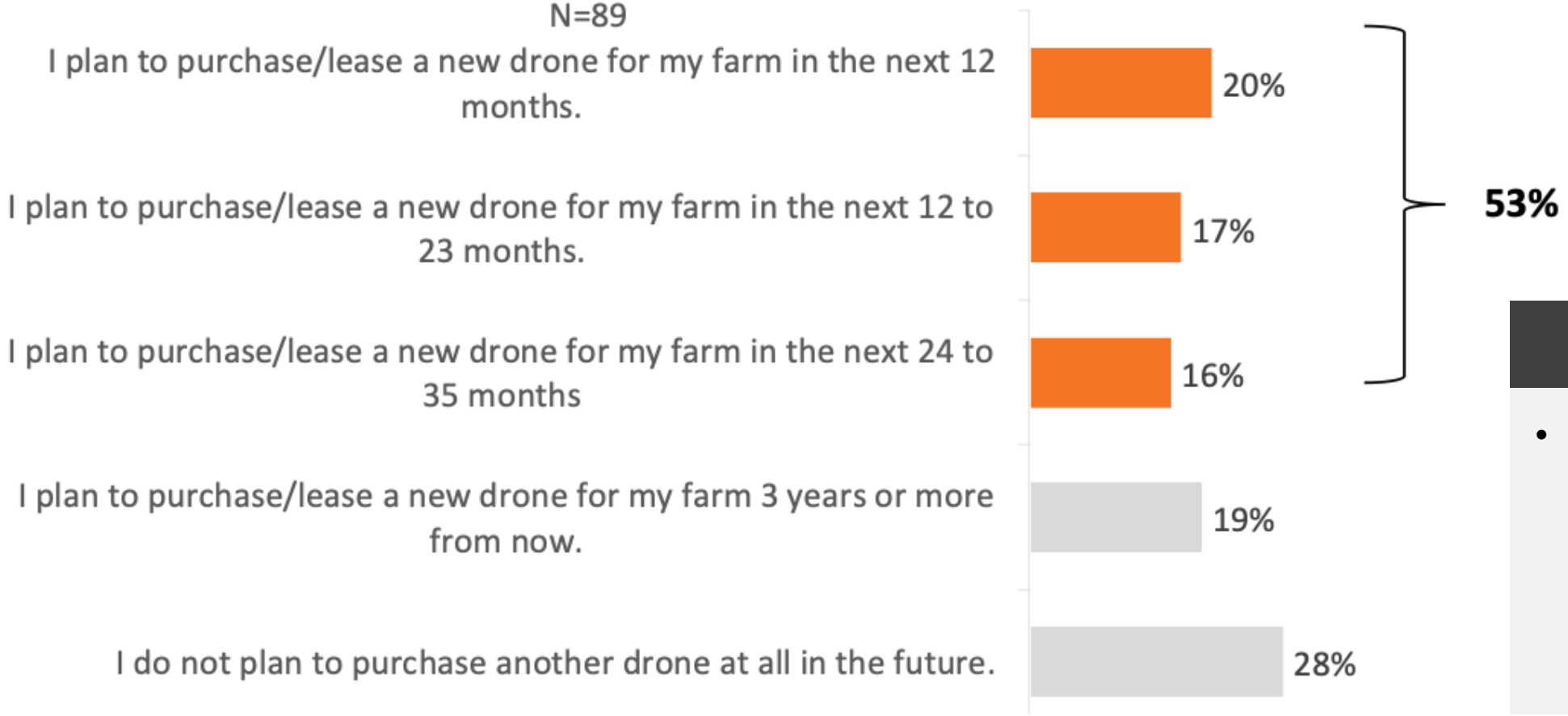


Subgroup Results

- Those who use **digital technology** are *more likely* to use drones for crop protection, nutrition, and biologicals.

A majority of users (53%) plan to purchase additional drones in the next three years or beyond.

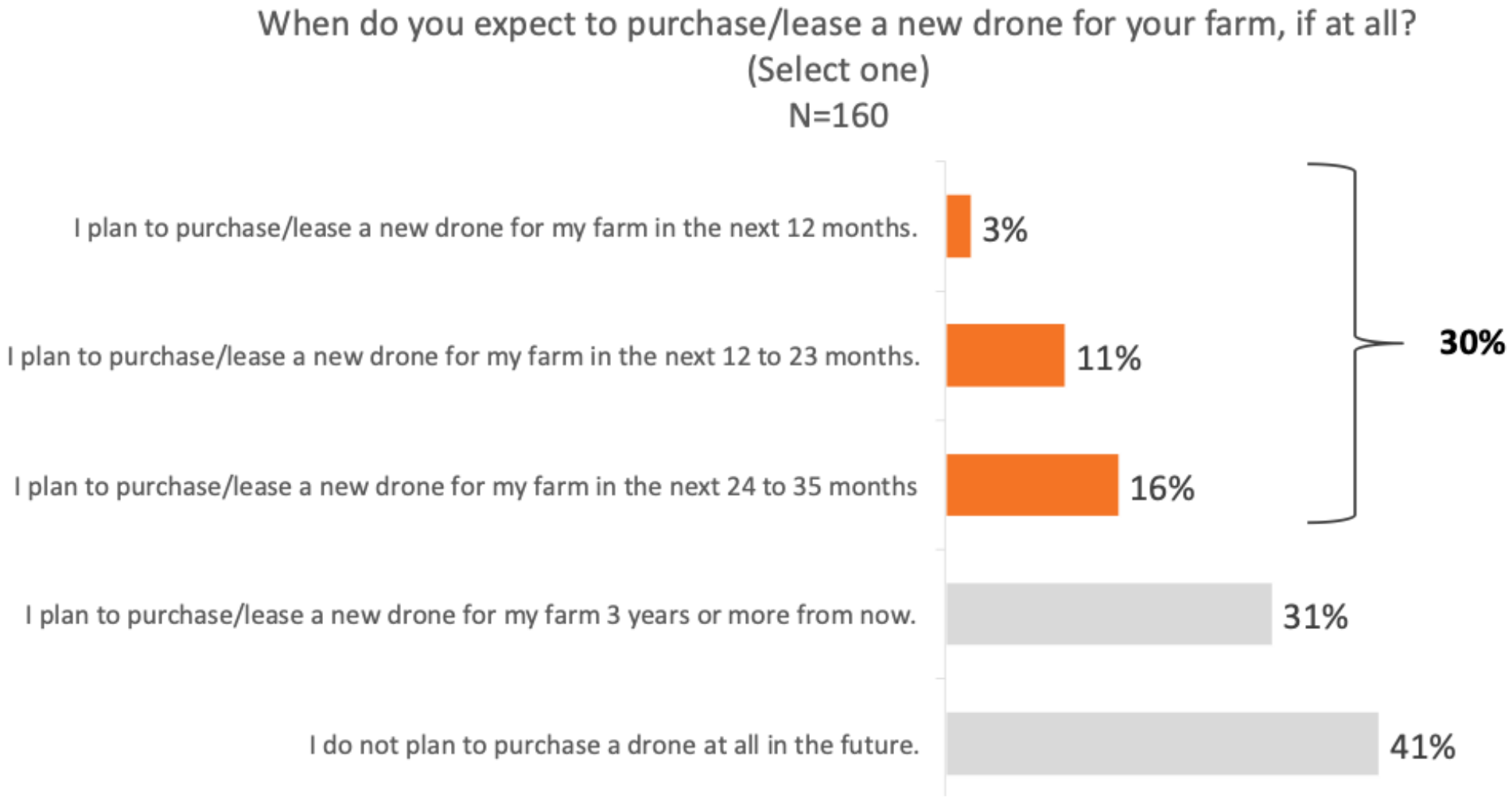
When do you expect to purchase/lease a new drone for your farm, if at all? (Select one)
N=89



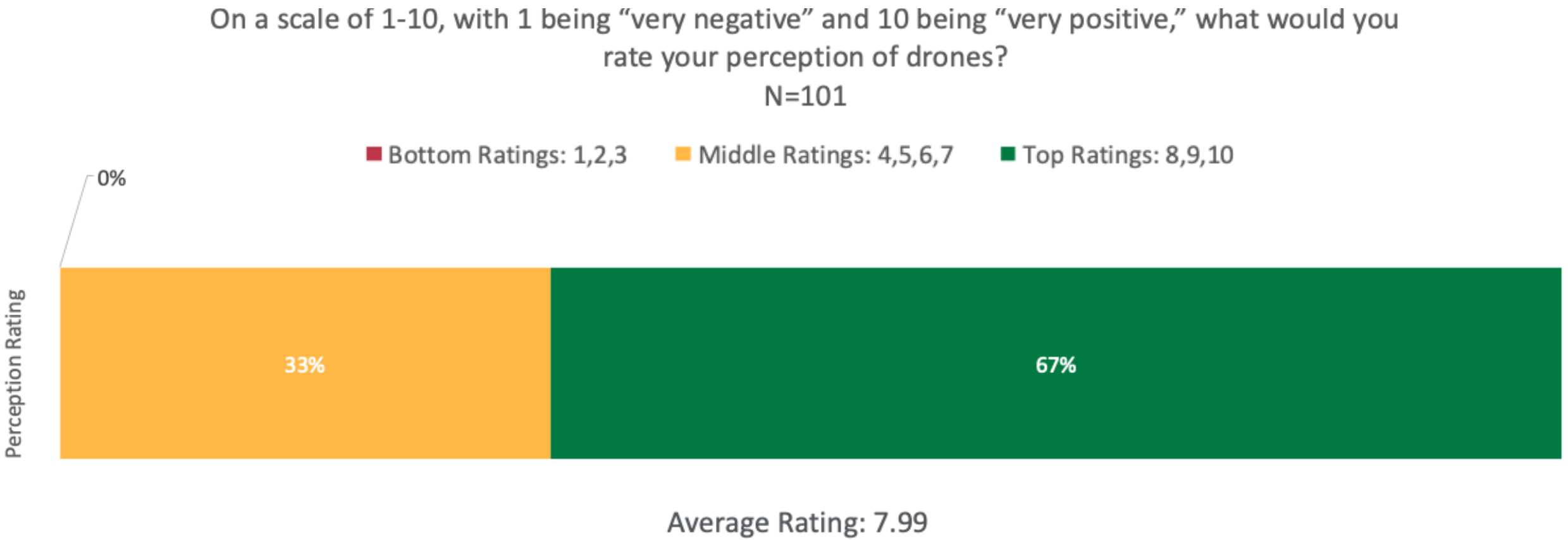
Subgroup Results

- Those who do not use **digital technology** are *less likely* to purchase another drone in the future.

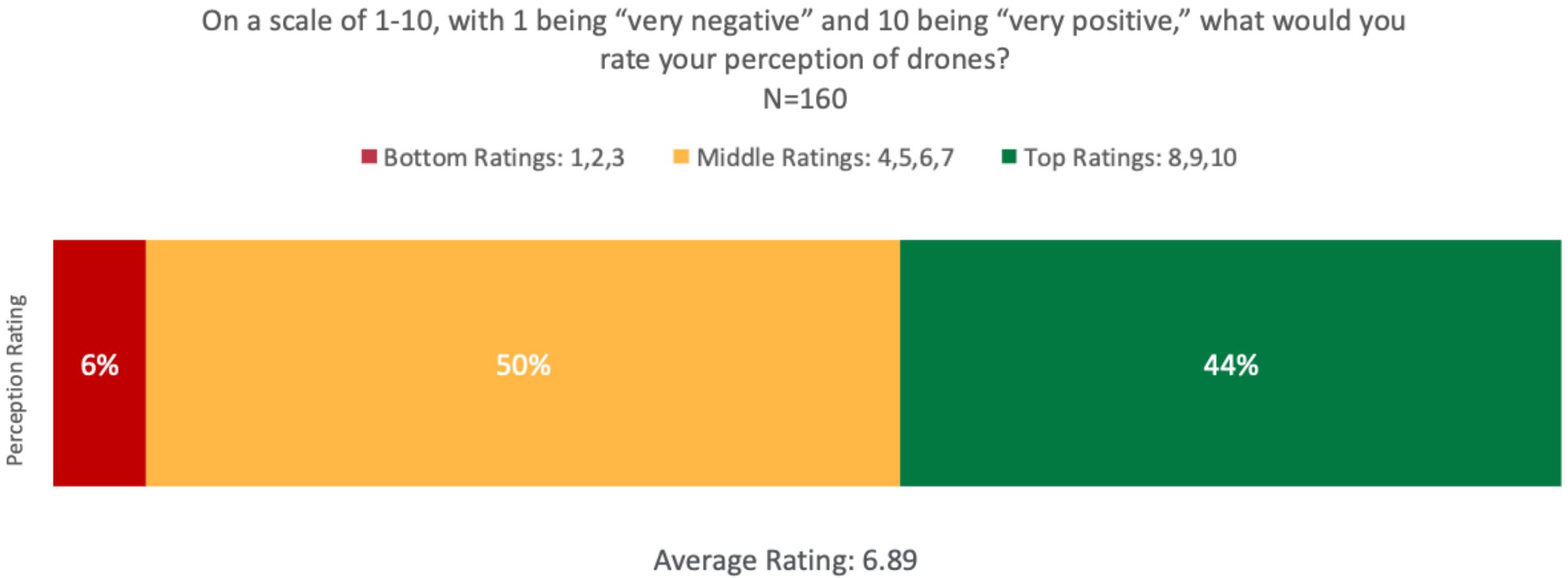
Nearly a third (30%) of Non-drone users would consider purchasing a drone within the next 3 years.



Among these drone users, there was a very positive impression of drones.

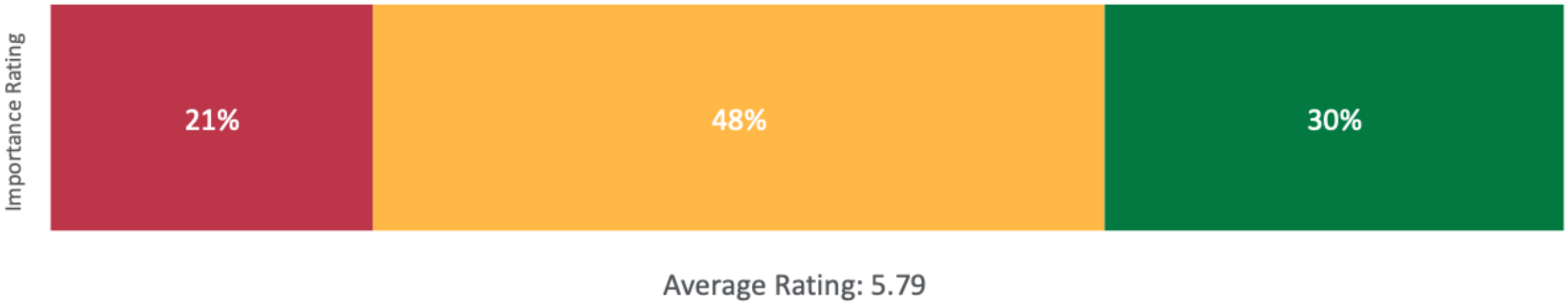


Non-drone users had very positive perceptions of drones (44% top 3 ratings).



Although close, more drone users agreed that it is important for a drone to be made in the U.S. than disagreed.

On a scale of 1-10, with 1 being "not at all important" and 10 being "extremely important" how important is it to you that a drone is made in the US?
N=89

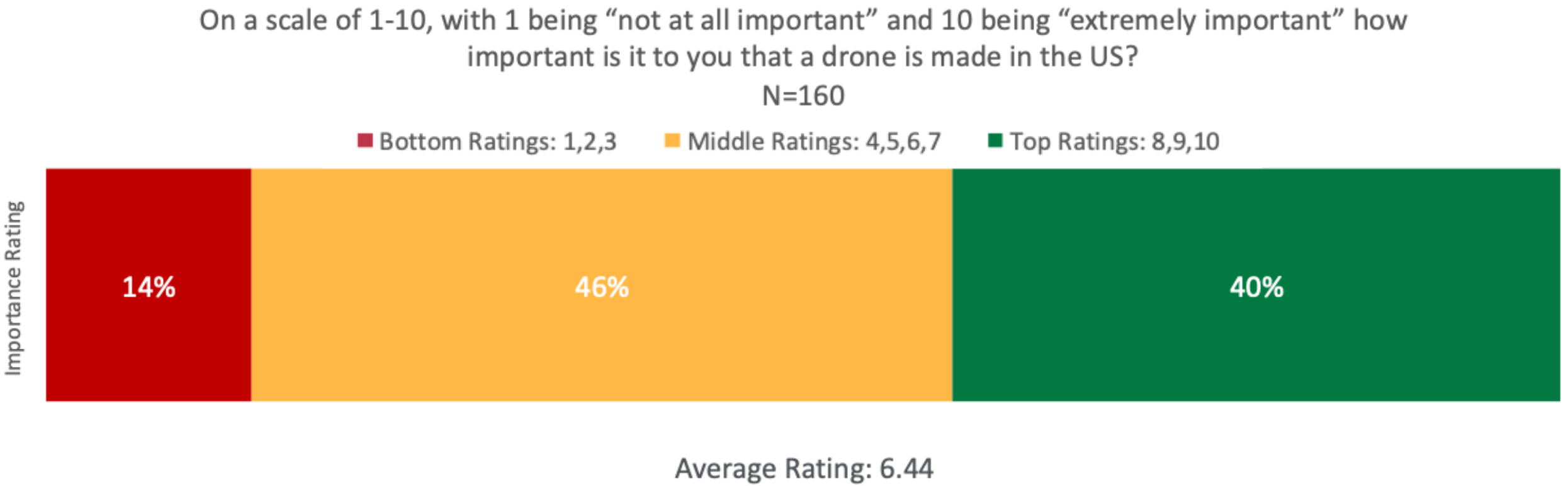


Average Rating: 5.79

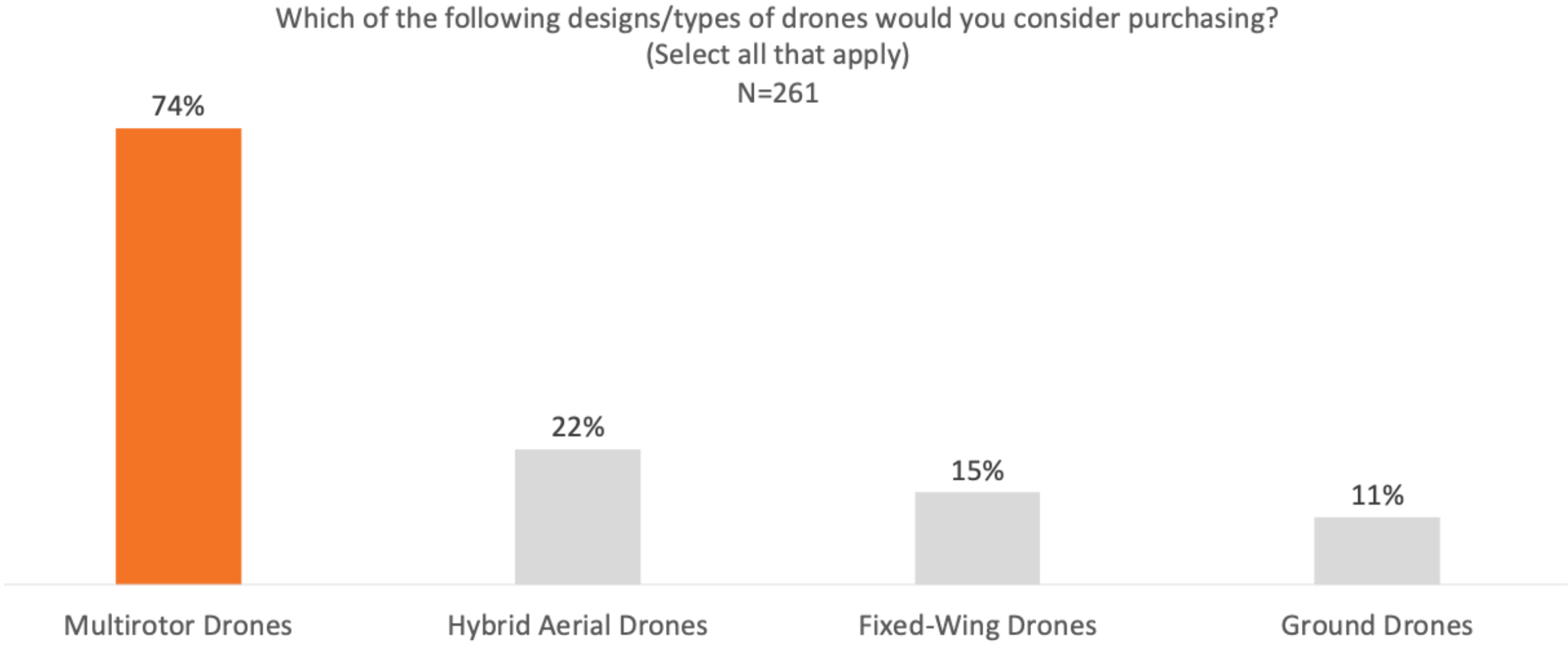
Subgroup Results

- Those aged **71+** showed *greater concern* for drone country of origin.

Non-drone users placed greater importance on drones being U.S.-made compared to drone users, showing a slightly stronger preference overall.



Among all users, multirotor drones (74%) were considered most for future purchase.



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