

Are robots gamechangers for future farming?



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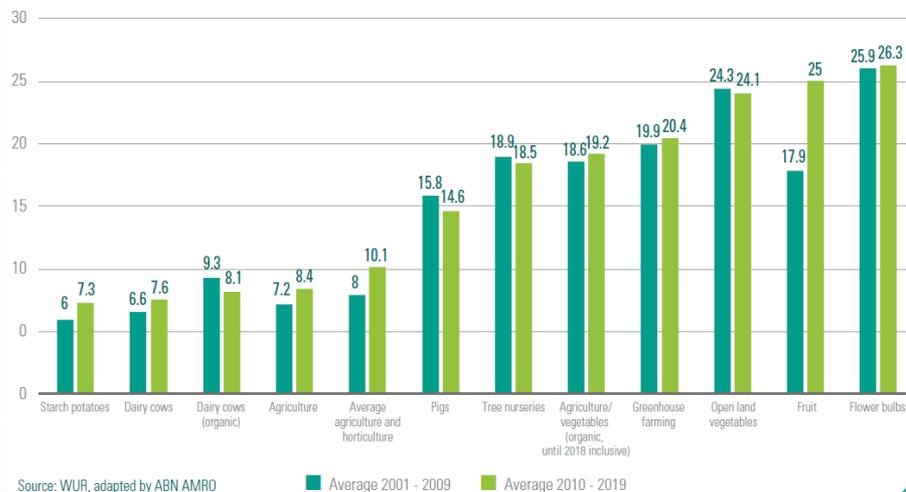
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Are robots gamechangers for future farming?

Yes, because

- **They give farmers autonomy (again)**
 - Work-life balance
 - E.g. milking robots
 - Less stress
 - Quality & quantity control
 - Company & crop management
 - Labour & capacity
- **The future is (partly) autonomous**
 - Repetitive, hazards, sustainable food production, servitisation

Costs of paid labour and work by third parties relative to revenue (in %)



Source: ABN AMRO Bank, ['Battle for agricultural robots begins'](#)



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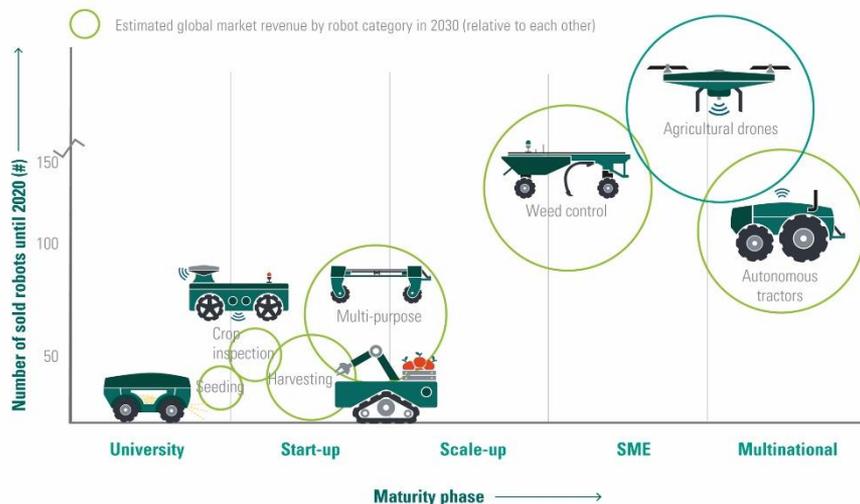
Are robots gamechangers for future farming?

Not (yet), because

- **They don't work (yet)**

- Impractical
 - First field robots date 20 years back!
- (Too) complicated
 - Data (monetising)
- Supervision = labour
- Current production systems
 - Machines & implements
 - Dairy, greenhouses
- Too diverse
 - Previous tractor landscape
- Standardisation ([ISO 18497](#))
- [Put the farmer first again](#)

Product life cycle and market potential of agricultural field robots



Source: ABN AMRO Bank, '[Battle for agricultural robots begins](#)'



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