

U.S. Cellular® Presents

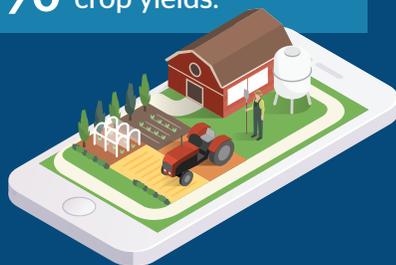
Top 3 Reasons You Should Invest in Smart Farming Solutions Now



Here are 3 ways smart farming solutions are making a big impact by helping farmers maintain stability and increase productivity.

1. Higher yields

Farms with connected technology produce up to **10%** greater crop yields.¹



Smart Irrigation Systems

deliver water where and when it's needed, making crops stronger, more plentiful, and not lost to over- or under-watering



Grain Bin Monitoring

optimizes environments in storage bins and silos, reducing waste and maximizing quality.



2. Greater efficiency

Operational Awareness

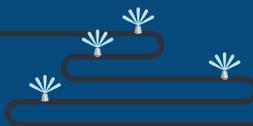
Smart technology leads to **quicker response times** due to **real-time notifications** when issues arise.



Resource Conservation

Sensors and monitors allow farmers to deploy resources such as water, electricity, fertilizer and feed with more precision and more conservation.

Smart irrigation systems help lower water usage up to **20%**.²



The Smart Farm Office

Farm offices that use **smart technology** can lower their energy consumption and centralize monitoring and control of their farm campus.



3. Reduced costs

How does a smart farm save money?

- ▶ **Tank monitoring** cuts losses from leaks and outages
- ▶ **Grain bin and storage management** prevents spoilage
- ▶ **Herd/poultry health and wellness monitoring** protects herds from predators
- ▶ **Remote monitoring and equipment upkeep** prevents vandalism and theft

When a young cow falls to disease, predators or injury, its owner can lose more than **\$2,000**.³



Post-harvest food losses cost the U.S. more than **\$161 billion** per year.⁴



Smart farming can reduce costs from depending on the systems implemented.⁵ **5-15%**



U.S. Cellular can help you choose the right smart farming solutions for your business—all backed by the network that works In the Middle of Anywhere. To learn more, call **1-866-616-5587** or visit uscellular.com/business.

Sources:

1. USDA, 2016. "Farm Profits and Adoption of Precision Agriculture."
2. Irrigation Association, 2017. "Insights into Irrigation from an Internet of Things Perspective."
3. Beef Magazine, 2018. "What's ahead for cattle markets in 2018?"
4. USDA, 2014. "Overview of Food Loss in the United States."
5. Scientific American, 2017. "Precision Farming Increases Crop Yields."