

# Grower Pain Point Report



In 2022, Grand Farm collected feedback from approximately 100 Red River Valley growers and commodity groups to identify the greatest **challenges of a grower**. By sharing this information with the global AgTech ecosystem, Grand Farm is working to create feedback loops to ensure the creation of products and technology that will strategically help growers relieve their greatest pain points.



## IDENTIFYING GROWER PAIN POINTS

We've grouped our findings into five categories - **AgTech Startups, AgTech Corporations, Policymakers, Educators, and Researchers**, illustrating what these categories can do to address these challenges.

### Startups

- Lack of access to latest technology
- High costs & unclear ROI
- Artificial intelligence over-taking emotional intelligence (human relationships)
- One time cost is preferable over subscription costs
- Unfamiliarity with this region

### Government

- Inadequate resources or information to effectively engage with policymakers
- Improvement of rural infrastructure (roads & bridges)
- Defining regulations around advanced topics in ag: carbon trading, ag-terrorism, drone application, autonomous vehicles
- Excessive regulations can be stressful especially for growers with small & mid sized operations

### Educators

- Translate & simplify ag-research to attain tangible results
- Continue to improve the understanding of agriculture to attract and retain growers
- Use technology to support and normalize mental health issues in ag
- Showcase that autonomy is here to assist growers & not to replace them
- Create tools or platforms to support generational knowledge transfer

### Corporations

- Support integration of data from different products
- High cost of useful products is a barrier for growers with small & mid sized operations
- Lack of control over the use of grower data
- Inadequate customer service when something breaks down - repair and maintenance issues
- Subscription costs for basic features in upcoming ag implements are undesirable
- Access to uninterrupted internet especially in rural areas is a barrier to taking full advantage of AgTech products & services

### Researchers

- Growers are more likely to invest time & resources towards projects that can be applied to their operations
- Difficult to stay updated with current research developments to make informed decisions
- Lack of resources can be a barrier for growers to apply research findings
- Lack of communication on how growers' data will be used or contribute towards other research or applications
- Research needed in multiple areas of farming & ranching







## Grand Farm directs technology to solve agricultural problems.

**Grand Farm exists to bridge the gap between growers and agriculture technology creators** so that growers can access the latest tools and technologies to help them increase productivity, reduce costs, and improve sustainability. This will enable growers to increase their yields, reduce their environmental impact and maintain a profitable business.

### SUCCESS STORY

**Boson Motors** is a tangible outcome of Grand Farm's 2020 Grower Pain Point Report. Boson Motors is based out of California led by an ex-Google employee who utilized our report to build a utility truck that is affordable, electric and can drive autonomously. This truck specifically aims to solve some of the grower pain points that were identified in 2020.



### METHODOLOGY

To collect this information we conducted personal interviews, surveys, and attended and participated in agriculture-related conferences.

Participants included independent growers, grower councils, and Grand Farm's Grower Advisory Board. These groups represent North Dakota, the Red River Valley, and parts of Western Minnesota.

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If you are a grower and would like to provide feedback, please reach out to Grand Farm. Or learn more at **[grandfarm.com](https://grandfarm.com)**!

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