CIDA Working Group
Socioeconomic Analysis for Digital Agriculture
Social science fields

• Sociology
• Economics
• Geography
• Information science
• Law
• Science & Technology Studies
• Others.....
• Address social and economic questions that structure the potential of digital agriculture technologies.

• Engagement with farmers, farm workers, off-farm service providers, agribusinesses, environmental NGOs, and government agencies, we seek to understand the application and continuing development of digital agricultural concepts and tools.

• Based on engagement with relevant histories, we aim to advance analysis and dialogue around questions of whose vision and problem definitions inform technological designs, how benefits are distributed, and which people and places are disrupted by digital technologies in agriculture.
Digital tech is set to drive the next wave of efficiency gains but we must give growers better reasons to adopt them!

Agriculture technology paradigms driving yield

- Farmer intuition and best practices
- Mechanization of farming
- Crop Protection
- Biotech
- Digitalization of farming

Key hurdles to fulfill potential

- Overcrowded market with hard to understand tools and services overwhelming farmers
- Lack of adoption of standards and data flow for seamless integrations
- Data quality and difficult to model agronomic insights to drive value
- On-farm practices and operations

Source: 1) Goldman Sachs