

## ***Agricultural Robots: -- Markets Reach \$16.3 Billion By 2020***

LEXINGTON, Massachusetts (January 28, 2014) – WinterGreen Research announces that it has published a new study Agricultural Robots Market Shares, Strategy, and Forecasts, Worldwide, 2014 to 2020. The 2014 study has 430 pages, 236 tables and figures. Worldwide markets are poised to achieve significant growth as the agricultural robots are used in every aspect of farming, milking, food production, and animal control to implement automated process for the industry.

Weed control is able to achieve crop-yield increases. Robot technology is deploying machines for weed control, promising to improve crop yields. Robots make the crops safer by eliminating or virtually eliminating herbicides. Downstream processing system solutions and robots achieve automation of process. Robots meet stringent hygiene and safety regulations, work tirelessly 24 hours a day, and relieve human workers of physically arduous tasks. Robots contribute to the freshness, variety and quality of food. Projects are ongoing.

High value crops are a target of agricultural robotic development. What could be tastier than a strawberry, perfectly formed, and perfectly ripened? New agricultural robots are able to improve the delivery of consistent quality food, and to implement efficiency in managing food production.

Strawberries are a high profit crop. A new generation of machines has just been born. Strawberry Harvesters with the world's most advanced technology to give maximum performance to a farm. Harvesting robots can optimize the productivity of the farming business. Growers can get the best results in a berry farm using automated process. Automated picking collection systems improve labor productivity, give speed and agility to harvest operations.

The robotic platforms are capable of site-specific spraying. This is targeted spraying only on foliage and selected targets. It can be used for selective harvesting of fruit. The robots detect the fruit, sense its ripeness, then move to grasp and softly detach only ripe fruit.



Copyright 2014 WinterGreen Research, Inc.

Agricultural robots address automation of process for agribusiness. The challenge being addressed is to guide farmers towards a new economic model. The aim is to meet demands of a global market. Harvesting is one benefit. Crop-yield increases come from weed control. Robot technology is deploying its machines for weed control, promising to improve crop yields. Robots make the crops safer by eliminating or virtually eliminating herbicides.

Machinery manufacturers and downstream processing industries look for system solutions and robots to achieve automation of process. Robots meet stringent hygiene and safety regulations, work tirelessly 24 hours a day, and relieve human workers of physically arduous tasks. Robots contribute to the freshness, variety and quality of food.

According to Susan Eustis, principal author of the market research study, “Agricultural robotic projects are ongoing. The key to industrial farm robots is keeping costs down. Adapting existing commercial vehicles instead of building new ones is the best way to build viable agricultural robots.”

Agricultural robot market size at \$817 million in 2013 are anticipated to reach \$16.3 billion by 2020, a hefty growth for a nascent market. Agricultural robots are but part of an overall trend toward more automated process for every type of human endeavor. Robots are being used more widely than expected in a variety of sectors, and the trend is likely to continue with robotics becoming as ubiquitous as computer technology over the next 15 years.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, Electronics.CA, Bloomberg, and Thompson Financial.

WinterGreen Research is positioned to help customers face challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust WinterGreen Research to work alongside them to ensure the success of the participation in a particular market segment.



Copyright 2014 WinterGreen Research, Inc.

-Page 2-

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

*Contact:*

**Susan Eustis, President and Co-Author**

WinterGreen Research

6 Raymond St.

Lexington, MA 02421

(781) 863-5078 (Work)

(617) 852-7876 (Cell)

[susan@wintergreenresearch.com](mailto:susan@wintergreenresearch.com)

[www.wintergreenresearch.com](http://www.wintergreenresearch.com)

**Key Words:** Agricultural Robots, Automated harvesting systems, Autonomous navigation in the fields, Robotics to automate agricultural operations such as mowing, pruning, seeding, spraying or thinning, Impact of robots in the fields, Innovative HMI for agricultural robotics, Robots in forestry, New standards for agricultural robotics, UAV and RPAS for agricultural applications, Cooperative robots in agriculture, Methods for agricultural robots management, Autonomous Plowing, Automatic Harvesting, Adaptive Robots, Reinforcement Learning, Evolution Robotics, Multiple Agents, Robotic Agriculture , Artichoke harvesting, Agricultural robotics, Artificial vision, Outdoor autonomous robot, Energy Harvesting, Wireless Nodes, Microcontroller , Robotic Harvesters, Economies of Scale, Powering Robotic Tractors,



Copyright 2014 WinterGreen Research, Inc.

-Page 3-

WinterGreen Research, Inc.

6 Raymond St.

Lexington, MA 02421

(781) 863-5078

[www.wintergreenresearch.com](http://www.wintergreenresearch.com)