



COLLEGE of SOCIAL AND APPLIED HUMAN SCIENCES

Department of Geography, Environment and Geomatics

Invitation to Participate in Research: Survey

To Whom It May Concern,

As a Canadian crop farmer, you have been selected to participate in a research project investigating the role of precision agriculture technologies on farming practices in Canada. We are a research team consisting of University of Guelph graduate students in the Geography, Environment and Geomatics Department. The lead researcher is Master's candidate Sarah Marquis and the lead academic advisor for the study is Dr. Evan Fraser. Results of the study will contribute to a master's thesis and various PhD theses focusing on the use of technology in agriculture. The research is funded by Food From Thought, SSHRC's Insight Grant and the Canada Research Chair Program.

Purpose of the Study

The objective of this study is to understand farmer perspectives of precision agriculture technology, to understand how these technologies are being used on the farm, to examine farmers' use of agricultural data and their perceptions of digital agricultural data rights and ownership.

If you agree to participate in this study, you will be asked to:

- Complete a one-time survey (30 minutes) detailing your use of precision agriculture technology, your use of digital agricultural data for farming practices, and your understanding of your rights to the digital agricultural data.
- Some willing and interested participants may also be invited to participate in a follow-up interview at a later date to discuss their practices and motivations more deeply. Such follow up, like the survey, is entirely voluntary.

Benefits of the Study

Farmers' use of precision agriculture technologies is not yet well researched in the Canadian context. We wish to study the implications and impacts of precision agriculture technology on Canadian crop farmers so that we may better understand the role of these technologies. This research will allow us to better understand the future role of precision agriculture technologies on Canadian crop farming practices. Participants who provide their e-mail will be entered into a Farms.com draw for complimentary registration to their Eastern or Western Precision Agriculture Conference and Ag Technology Showcase. The draw will take place before the first conference in November 2019. Furthermore, after completion of the study, we will send out key

findings and results from the research to all participants if they have indicated that they want to receive this information.

If you would like to participate in the survey, please follow this link:

https://uoguelph.eu.qualtrics.com/jfe/form/SV_8DIMUAPDuEjgoxn

If you have any questions or concerns about the research, please feel free to contact:

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