



## Episode 321 – Crops and Computers

### Answer Key

1. Computer or Internet
2. Increase productivity, ability to keep up with current conditions, advantages on sales and purchases of farm equipment, on hand commodity prices, information about current farming regulations and information, and advice on machinery and market strategies.
3. Price and product comparison gives them an advantage on important purchases.
4. A two way channel provides an opportunity for writers to present relevant information to farmers, as well as listen to them. Writers can gain insight on farmer's interest and see them interact with each other. One used to reach out to many, but with the internet it is many to many.
5. Internet
6. 1974

#### Website resources:

America's Heartland: [www.americasheartland.org/episodes/episode\\_321/crops\\_and\\_computers.html#](http://www.americasheartland.org/episodes/episode_321/crops_and_computers.html#)

Agriculture Online: [www.agriculture.com/successful-farming](http://www.agriculture.com/successful-farming)