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31a.

i. Research must be thoroughly undertaken before developing new technologies in agriculture as there is many factors to be considered. They can be factors such as, efficiency of the technology, how economic is it going to be, how easy is it going to be to use, what exactly is it going to ~~do~~ achieve compared to current technologies and is there going to be a demand for this technology. To gain public acceptance, the new technology must supply something they need at a rate they can use it. To achieve this, research needs to be undertaken on the developing technologies AND the developing consumers.

ii. A new technology may not be widely adopted for many reasons, but mainly that it does not conform with one of the above factors. The new technology may prove more effective than past technology but may cost so much to do so that it is not worth it. This can be true in reverse as well. It may be cheap to run but prove less effective and more time consuming. Other factors may include the lack of demand, the technology may be specific to a small enterprise and therefore take longer to be accepted. If a ~~new~~ new-technology doesn't stand out compared to old technologies, people will stick to what they know and trust. The technology must stand out in many areas to achieve wide approval.

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31 B. Recent developments in computer related technologies has greatly enhanced all aspects of agriculture from stock breeding to crop growing and all the processes in between. As the agricultural industry has grown, its reliability on large scale machinery and technologies has grown. Advancing technology has improved both efficiency and sustainability.

Computer ~~off~~ technologies such as thermostats and timer systems help improve irrigation systems to water the right amount at the right time of day to prove the most efficient for growth and sustainable for water. Stock crushes with electronic scales and monitoring systems help to monitor the health and growth of animals while insuring the right amounts of chemicals are applied. ~~at/kg~~

Even processing equipment has further enhanced the agricultural industry by improving production rate and quality. Computer technology allows further quality testing of products so that the consumer knows what they are buying and are more likely to buy it. Testing specifications so that the raw material is turned into the right end product. Eg. Too high of a water moisture level is found in a load of wheat so it is not processed the same or put with other wheat that it may negatively affect the standards of.

Even systems such as GPS help to navigate machinery such as tractors and headers to keep them running at 100%, saving both time and money. As products become quicker and cheaper to produce to a high standard, the better

the economy and supply will be in general. Heavy, small scale farming, intensive farming, requires a lot of monitoring and management to reach its full potential. An example of this would be temperature control within a large-scale brook shed. Chickens have proved susceptible to the heats that can be achieved in sheds for intensive farming so computers must monitor and regulate the temperature to keep it at an optimal level.

Computers have helped enhance both the quality and living of stock, especially in intensive farming.

Advancing technology leads to reduced labour which in turn leads to lowered costs of production and lowered costs of consumption.

Collective databases can help show what is most effective to be farmed, where and how. These records help farmers farm to their potential. As farming and agriculture is becoming a smaller industry, it is important for it to keep up with modern technology so as to promote farming and keep the industry alive. Even the smallest advances can lead to vast improvement.

Computers are just becoming key features of everyday life in all fields and enterprises, they help to achieve great things. The agricultural industry is no different. Computers are not there to rely on but to help help.

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