

# 4 careers in modern ag

Farming and ranching may be the first roles people think of when they envision jobs in agriculture. But the modern agricultural sector offers a much wider range of career paths as well. As technology, sustainability and consumer demand impacts the industry, a greater number of unique and innovative career paths have emerged and opened doors for people with a wide range of skills.

According to the United States government and industry projections, the agricultural and food sectors supported about 22.1 million jobs in 2022, and growth is expected. Those exploring agriculture as a possible career field can look to these unique roles.

## Precision agriculture specialist

A precision agriculture specialist is an emerging and dynamic role in the field. These professionals apply data analytics, GPS, sensor technology, and drone usage to optimize crop yields and input use. According to data reported by Zipdo, use of digital devices, AI and other tools in farming has surged. Digital tool use has risen by roughly 50 percent in the last five years, and drone technology adoption grew by 48 percent between 2019 and 2023. Estimates suggest that precision agriculture will expand robustly through the latter half of the decade, and individuals guiding this expansion will be in demand.

## Sustainability consultants

Agriculture sustainability consultants also are important to modern farming. These professionals are responsible for

advising farms and agribusinesses on eco-friendly practices. These may include soil conservation, water management, carbon sequestration, and regenerative agriculture. In addition, animal welfare and livestock technology specialists improve animal health and support ethical and sustainable farming practices. The Bureau of Labor Statistics says agriculture and food scientists working in science and sustainability are projected to see employment opportunities grow by about 6 percent between 2024 and 2034, which is faster than the average for all U.S. occupations.

## Digital marketing

Careers in digital marketing and agricultural communications also are gaining traction, with consumers increasingly being interested in where their food comes from. Agricultural businesses need storytellers, social media managers and content creators to share engaging and transparent narratives about the innovative efforts taking place on their farms.

## Agricultural entrepreneurs

Entrepreneurs, known as “agripreneurs” within the industry, are the go-getters who are helping to redefine the agricultural sector. These people develop plant-based products or ag-tech startups, combining creativity with agricultural knowledge and business development. The U.S. Chamber of Commerce says the agriculture and food industries contributed \$1.53 trillion to the U.S. economy in 2023, and agripreneurs are a rising part of that equation



who are fueling innovation.

Careers in agriculture are diverse and profitable. There are many paths individuals can take to contribute to this vital industry.

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