INNOVATIVE COMMUNICATION SOLUTIONS IN AGRICULTURE USING ARTIFICIAL INTELLIGENCE

Anka Roxana PASCARIU [1] Mihaela IANCU[1], Dragoș CHENDE[1], Iasmina IOSIM [1], Tiberiu IANCU[1]

[1] University of Life Sciences "King Mihai I" from Timisoara, Romania

RESEARCH ARTICLE

Abstract

The agricultural sector has witnessed significant transformation over the past decade, with technology playing a crucial role in enhancing productivity, sustainability, and efficiency. Among the most promising technological advancements is the integration of Artificial Intelligence (AI) into communication systems, which offers novel solutions to address the complex challenges faced by modern agriculture. AI-powered communication technologies enable real-time data exchange, precision farming, and improved decision-making processes, thereby enhancing operational efficiency. From autonomous drones for crop monitoring to AI-driven chatbots for farmer education, AI is revolutionizing the way agricultural stakeholders, including farmers, suppliers, and researchers, communicate and collaborate. This paper explores the innovative communication solutions enabled by AI, highlighting their applications, benefits, and challenges in the agricultural context.

Keywords: communication; artificial intelligence, agriculture

INTRODUCTION

Artificial Intelligence (AI) is playing an increasingly vital role in modern agriculture, offering advanced tools that enhance productivity, lower operational expenses, and improve resource management. Through the use of data-driven algorithms, AI enables farmers to make quicker and more informed decisions, detect and prevent crop diseases, manage irrigation and fertilization more effectively, and collaborate effortlessly with agricultural experts [4].

One of the key benefits of applying AI in farming is its capacity to process vast amounts of data, which is especially helpful for small to mid-sized agricultural operations. Nevertheless, an overreliance on these technologies may contribute to the decline of traditional farming knowledge and widen the digital divide between those with access to AI and those without [2]. Despite these challenges, AI holds great promise in transforming agriculture by offering innovative, sustainable approaches to ongoing farming issues.

Furthermore, incorporating AI into agricultural communication networks can lead to significant cost savings, yield improvements, and better environmental protection through more precise use of resources. Given these benefits, it is clear why AI is becoming a driving force in the modernization of agriculture. In addition, AI-powered applications are increasingly being developed to support a variety of needs—ranging from strengthening the links between farmers, researchers, policymakers, and consumers, to providing customized guidance tailored to each farm's unique conditions [2, 7].

MATERIAL AND METHOD

Our research relied primarily on bibliographic analysis, through which we reviewed a wide range of sources related to agricultural communication and artificial intelligence. In addition, we employed SWOT analysis as a complementary analytical tool. Bibliographic analysis proved essential in exploring the complexities of these fields, enabling us to gather a rich array of insights and build a solid theoretical base. By consulting various academic and industry materials, we were able to identify key trends, challenges, and opportunities, helping us to contextualize our study within the current state of knowledge.

Alongside this, the SWOT analysis method (Strengths, Weaknesses, Opportunities, Threats) provided a structured way to assess the role of communication and AI in agriculture. It allowed us to clearly pinpoint both the advantages and limitations of current practices, as well as potential areas for innovation and risk. This method offered a strategic perspective on how these technologies and practices could evolve and what barriers might arise.

The integration of bibliographic research with SWOT analysis created a strong and cohesive research framework. Together, these approaches deepened our understanding of the subject and enabled us to formulate well-informed, practical strategies for addressing challenges in agricultural communication and the implementation of artificial intelligence.

RESULTS AND DISCUSSIONS

Artificial intelligence (AI) is becoming an increasingly valuable asset in the agricultural sector, playing a key role in enhancing communication and streamlining various agricultural processes. The integration of intelligent technologies within this field is opening up new avenues for innovation, growth, and modernization across the entire agricultural landscape [1].

AI also has a notable influence on communication within agriculture [6], providing numerous advantages and significantly improving the efficiency of production activities. Through AI-powered systems, farmers gain access to detailed insights about crop health, weather forecasts, and necessary interventions, enabling them to make quicker and more informed decisions. Table 1 presents several of the most commonly used AI-based agricultural applications. These applications feature distinct visual branding, typically incorporating color palettes that reflect the agricultural domain. The logos are generally intuitive and emphasize technological advancement, with the exception of the Sirrus app, which deviates from this color scheme [11].

Moreover, AI-enhanced platforms and digital tools can improve communication between key stakeholders in agriculture—such as farmers, suppliers, and buyers—by streamlining the exchange of information and improving coordination [13].

Another major advantage of AI is its capacity to optimize agricultural production through data analysis and predictive modeling using advanced algorithms. This can help minimize waste, boost productivity, and improve the quality of farm outputs [3, 7]. In addition, using AI in agricultural communication contributes to promoting sustainability by identifying more efficient and eco-friendly farming practices [8].

Table 1

Agricultural applications

Name of Application	Logo	Description
Agrio		This application leverages artificial intelligence to assist farmers in detecting, managing, and treating plant diseases and pest infestations across fields, farms, and gardens. It also supports integrated pest management strategies, helping to optimize yields while minimizing treatment costs. Additionally, the app features an alert system that notifies users of potential threats—such as adverse weather conditions or natural disasters—enabling farmers to take timely action to safeguard their crops.
Farmi		The Farmi application was first launched in France in 2017 and has since been adopted by over 8,000 farmers who use it regularly. Over time, it has undergone multiple updates based on user feedback and evolving needs. The app was introduced in Romania in 2020. Farmi features a user-friendly interface and offers various tools, including weather forecasting, market price tracking, agricultural news updates, and expert guidance on applying specific treatments.
Sirrus		The application supports farmers in making informed agricultural decisions by streamlining the collection of real-time data directly from the field. Once logged in, users can access the gathered

		information even without an internet connection and easily share it with others.
FarmVisionAI		The app uses digital vision to detect plant health issues in real-time, with farmers' images being geo-tagged.
SupPlant DSS App		This app is primarily designed for precision agriculture, enabling farmers to manage water usage efficiently, receive alerts about extreme weather events affecting their plots, and monitor their crops remotely. It offers graphical representations of past and upcoming irrigation plans, as well as detailed climate forecasts. By leveraging the app's advanced technology, farmers can boost crop productivity while minimizing water consumption, promoting a more sustainable and environmentally responsible approach to agriculture.
365Crop		The app enables users to track and compare crop yields, make forecasts, and analyze every stage of the agricultural process—from planting to harvesting. Even without an internet connection, farmers can log production data and access information such as individual plot maps. One of the key benefits of the app is that it allows both employees and family members to connect to the platform, making it possible to develop and manage a customized work plan collaboratively.
CropX Adaptive Irrigation App		Driven by artificial intelligence, this scale-based application helps farmers automate and optimize farm operations by integrating data from both surface and subsurface sources. The platform gathers information through its built-in multi-layer soil sensors, offering precise insights on when, where, and how much to irrigate or fertilize. It also monitors soil moisture and temperature levels, providing tailored recommendations for crop protection strategies.
Crop Nutrient Advisor		The app enables users to detect nutrient deficiencies in their crops. It also provides farmers with suggestions for suitable products that can be used to address and correct these deficiencies.

Source: Own construtcion based on https://smartagri.ro/ [18].

Artificial intelligence has become a vital component of modern communication, offering agricultural businesses new ways to enhance user experience. Virtual assistants and chatbots powered by AI can provide instant support and respond to inquiries in real time, improving customer engagement. Additionally, AI can analyze large volumes of data to generate personalized content tailored to specific audiences, increasing the impact of marketing and advertising campaigns [8, 10]. The applications listed in Table 2 are designed to support communication within the agricultural sector. These tools aim to digitally connect all stakeholders involved in the farming process,

offering platforms specifically developed for farmers. In terms of branding, most of their logos effectively reflect the agricultural theme through thoughtful color choices and imagery. However, the logo of the AgButler app—which functions as a communication tool for hiring agricultural workers—leans more toward representing the food service or hospitality industry, rather than clearly conveying its agricultural purpose.

Beyond these practical tools, AI is also valuable in studying online consumer behavior [5, 9], helping companies interpret digital feedback and user interactions more effectively. By integrating AI into their communication systems, agricultural organizations can optimize internal workflows, strengthen customer relationships, and enhance the overall effectiveness of their communication strategies [2, 4]

Table 2.

Communication applications

AgFuse		This is a free social networking platform created especially for farmers and agricultural professionals, allowing them to connect, exchange knowledge, and collaborate. By fostering partnerships, it helps users achieve shared goals that would be harder to reach alone. The platform supports smooth and effective communication between farmers, industry experts, suppliers, and agricultural organizations.
Agro.Club		This digital platform brings together all key players in the agricultural supply chain—farmers, retailers, manufacturers, and grain or food companies—to enhance communication and collaboration. By streamlining interactions across the sector, it helps deliver higher-quality services to customers while also supporting cost efficiency and operational optimization.
AgVend		This is a comprehensive crop management portal designed to deliver personalized information to traders, with the goal of enhancing the connection between farmers and their clients. Available as both a web and mobile application, it keeps customers digitally engaged with the farmer's operations. Additionally, it offers manufacturers useful features such as invoice payments, order tracking, product price requests, and other essential services.
CommoditAg		This platform allows agricultural producers and farmers to stay updated on market trends and conveniently order products anytime, from anywhere, using their mobile devices. CommoditAg offers a practical solution for those seeking high-quality agricultural inputs, delivering them directly to the farmer's doorstep.
AgButler		This is a communication tool that allows farms to hire high-quality labor on demand. Users can create a profile as a worker, employer, or both, to post or search for agricultural job

		opportunities. The platform features a map-based search, making it easy to find jobs near the user's location. It also enables farmers to connect with available workers based on location, ratings, experience, and availability.
AgriSync		This communication platform enables the hiring of skilled, on-demand labor for agricultural work. Users can create profiles as workers, employers, or both, to either post or find job opportunities within the farming sector. A built-in map feature helps locate jobs nearby, while the platform facilitates connections between farmers and available workers based on factors such as location, user ratings, work history, and availability.
AgriApp		This platform offers top-quality information on the best agricultural deals in India, covering areas such as crop production, crop protection, smart farming practices, and related agricultural services.

Source: Own construtcion based on https://smartagri.ro/ [18]

In Romania, several digital applications have been specifically developed to support farmers in managing their everyday agricultural activities more efficiently. Some of these tools, highlighted in Table 3, are the result of strong collaboration between farmers, agricultural researchers, and local institutions. These applications are designed to centralize all essential data—ranging from crop planning and weather forecasts to machinery usage and financial records—providing farmers with a complete overview of their operations.

Built with intuitive and easy-to-use interfaces, these platforms not only simplify data management but also foster communication among farmers. Users can connect with one another to exchange advice, share practical experiences, and participate in specialized training sessions. Additionally, the applications promote the integration of expert recommendations directly into the workflow, allowing farmers to apply tailored strategies for improving productivity and sustainability.

By combining local agricultural knowledge with advanced digital technologies, these Romanian-developed tools are helping to modernize farming practices and strengthen the overall agricultural ecosystem. Their continued development reflects the growing importance of digital transformation in ensuring the competitiveness and resilience of the farming sector in Romania and beyond [12]. Moreover, many of these applications incorporate features powered by artificial intelligence, allowing for predictive analysis, automated decision-making, and personalized recommendations. For example, some platforms use AI algorithms to suggest optimal planting times, detect potential pest outbreaks, or estimate yields based on weather and soil data. This level of precision enables farmers to make data-driven decisions, reduce risks, and increase overall efficiency.

These tools also contribute to the digitalization of rural communities, encouraging younger generations to engage with agriculture by blending traditional practices with modern technology. With the help of mobile accessibility, even small and medium-sized farms located in remote areas can benefit from real-time information and expert support. As a result, these applications are not only improving individual farm performance but are also strengthening the broader agricultural network across Romania.

Looking forward, the continuous development and refinement of such platforms—based on user feedback and advances in technology—will play a critical role in ensuring food security, promoting environmental sustainability, and enhancing the economic viability of Romanian agriculture in an increasingly competitive global market.

Table 3.

Romanian applications

Smartagri	Smart Agri Digital Agriculture	The application keeps Romanian farmers informed by providing access to up-to-date and reliable global agricultural news. It also sends alerts about price fluctuations and highlights events that may significantly affect their production.
Romanian Farmers Club	Clubul Fermierilor Români pentru agricultură performantă	This application is tailored specifically for Romanian farmers and agricultural partners, offering a variety of specialized courses and educational materials aimed at enhancing knowledge and skills within the agricultural sector. In addition to training resources, users gain unlimited access to relevant news, updates on agricultural events, and important industry developments. Farmers can also take part in free webinars designed to support continuous learning. To encourage the exchange of ideas and experiences, the platform enables direct interaction among users nationwide through comments, posts, and personalized profiles—creating a strong, connected farming community.
Farm Planner	FARM PLANNER	The application features an AI-powered voice assistant that acts as a digital partner, providing precision agriculture solutions tailored specifically for the livestock industry.

Source: Own construtcion based on [12, 14, 15, 17, 18]

Finally, a SWOT analysis was conducted to evaluate agricultural applications powered by artificial intelligence. It's important to emphasize that these technologies are not meant to replace farmers, but rather to complement their expertise. Human knowledge and decision-making remain essential, while AI serves as a tool to enhance capabilities. Given that artificial intelligence consists of sophisticated, ever-evolving techniques, it can support tasks that traditionally require human intelligence. In agriculture, AI plays a key role in accelerating decision-making processes—especially when it comes to managing complex operations—helping to lay the groundwork for a sustainable food system in Romania and beyond.

Among the strengths identified is the improved monitoring capacity of these applications, which surpasses that of conventional social media tools. With increasing demands from agricultural producers, AI-integrated solutions are vital for enabling real-time visibility of crop losses and other issues. Furthermore, the functionalities offered by these applications are continuously adapted based on direct feedback from farmers. This highlights the importance of maintaining strong communication with end users. Visiting farms to gather feedback is crucial in understanding the real scope of the challenges farmers face—whether technical, economic, or logistical.

On the other hand, one of the current weaknesses is the relatively low adoption rate of these technologies. Despite their availability, many farmers remain hesitant to use them. However, as the drive for higher productivity and efficiency grows, it is likely that more farmers will embrace these innovations over time.

The opportunities provided by these applications are significant. Farmers can connect with peers, experts, and researchers from around the world, expanding their knowledge and exposure to modern agricultural practices. Incorporating additional features—such as online training, podcasts, or interactive learning modules—could further enhance the value and competitiveness of these platforms.

Potential threats include concerns about data security and privacy, especially if these aspects are not transparently communicated or properly managed. Additionally, limited promotion and lack of adequate training could hinder adoption. If more traditional social platforms begin to offer improved monitoring and filtering for agricultural content, these specialized apps could face increased competition and risk being overshadowed.

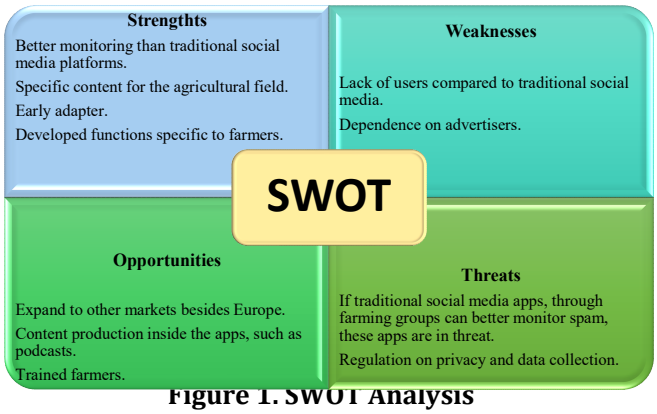

Figure 1. SWOT Analysis

Source: Own construtcion based on [16].

CONCLUSIONS

Artificial intelligence (AI) has become a highly valuable asset in the agricultural sector, with the potential to transform how farmers communicate, manage resources, and make decisions. By integrating AI into agricultural communication systems, farmers gain access to advanced tools for crop monitoring, weather forecasting, and resource optimization. Using sensors and machine learning algorithms, AI delivers real-time insights into crop health, irrigation and fertilization needs, and even alerts for potential pest or disease outbreaks.

As AI continues to play a growing role in the digital transformation of agriculture, it brings both clear benefits and certain challenges. Among the major advantages are increased productivity, improved operational efficiency, reduced costs and risks, and enhanced product quality. With AI support, farmers can monitor fields more effectively, identify issues such as pests or diseases with greater precision, fine-tune irrigation and nutrient management, and anticipate weather changes to make smarter, data-driven decisions.

In conclusion, while artificial intelligence offers substantial benefits to modern agriculture, it is essential to weigh both its strengths and limitations. Striking a balance between technological innovation and traditional farming practices is key to ensuring a sustainable and resilient future for the agricultural industry.

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