**The Importance of Drones in the Turf Industry**

The use of drones in this business is becoming increasing popular. This technology has limitless applications. The agriculture industry has been already using drones and now the golf/ sports turf industry is starting to catch on as well. We all know that drones offer a unique bird’s eye view of large acres of areas that we are not always paying attention to. The question is to a superintendent or sports turf manager what is the benefit to me and my job?

**Here are some examples of how a drone can be used as a communication and problem solving tool**.

1. Drones can be used to identify problems with irrigation patterns. Infrared cameras attached to drones can easily sport soil moisture issues.
2. Spot irregular turf patterns
3. A drone is a great marketing tool. Cameras attached to drones present a unique view of your establishment that can be posted to websites which in turn may draw in new membership.
4. Drones serve as a great communication tool with existing membership. Drone footage can easily be attached to communication emails to existing membership for visual information.
5. Recognize and identify new land movement and construction projects. We no longer have to wait for google earth.
6. Drone footage can be used to explain things in laymen terms to owners and managers. Budget constraints are often a problem for turf managers. This tool help explain problems that need resolved that they may not necessarily see for themselves.
7. Identify where fertilizer applications are unevenly distributed
8. Identify which brush or trees are killing the turf.
9. Identify where Golfers and members are taking the carts and where turf is stressed.
10. With the footage provided, have the Golf Pro create a “virtual course playbook” for members to download with tips and advice about obstacles and topography.



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