

## DJI Agriculture launches the next generation of drones to elevate precision agriculture

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DJI, the global leader in civil drones and creative camera technology, has launched the next generation of DJI Agriculture drones – the Agras T100, Agras T70P, and Agras T25P – in Mexico. The market has been experiencing exponential growth, and this marks an important milestone for growth. Spraying drone sales in Mexico have grown 56-fold since 2019.

"By bringing our advanced drone technology to farmers around the world, DJI Agriculture has helped drive economic development by increasing crop yields, conserving resources, and improving worker safety," said Yuan Zhang, Global Head of Sales at DJI Agriculture. "Since entering the Mexican market in 2019, demand for agricultural drones has exceeded expectations each year. Additionally, DJI Academy has trained nearly 3,000 agricultural drone operators since opening its first branch in Mexico in 2022, creating new job opportunities within the local agricultural industry."

#### New DJI Agriculture Drones for Spraying, Scattering – and Now Lifting

The DJI Agras T100, T70P, and T25P are based on over 12 years of dedicated research and development. Not only can these agricultural drones carry heavier implements, but they can also support multiple application scenarios with greater operational efficiency. Each drone features industry-leading safety systems and smarter features for fully automated operations. Most notably, the Agras T100 can carry a maximum payload of 100 L for spraying, 150 L for scattering, or 100 kg for lifting, with the maximum operating speed increased to 20 m/s\*\*. Compared to its predecessor, it is twice as efficient for high-volume spraying and faster for large-capacity scattering. Currently, DJI Agriculture drones are present in nearly 10% of Mexican farmland and are serviced by a local network of more than 150 stores and over 70 after-sales centers.

Since DJI began building agricultural drones in 2012, the company's goals have been based on a mission to help farmers around the world conserve water and increase their yields. From the first Agras drone launched in 2015 to the current Agras T100, more than 500,000 agricultural drones have been deployed to treat over 300 types of crops in over 100 countries and regions. A 2025 case study found that a single agricultural drone can match the spraying efficiency of 50 workers applying treatments manually. In a 3,000-hectare avocado orchard, drone spraying resulted in a total of 40% savings in water consumption costs (from 400 L/ha to 60 L/ha) and efficiency (from treating 0.5 ha/day to 20 ha/day).

### **Adapting to Mexico's Agricultural Landscape and Crops**

By collaborating with local farmers around the world, DJI has established a robust feedback loop as part of its research and development process. In Mexico, DJI has partnered with local producers to advance the use of agricultural drones for precision spraying and crop management in corn, soybean, and sugarcane fields in arid conditions, as well as for orchard crops in mountainous terrain. For example, the Agras T100 is equipped with LiDAR, millimeter-wave radar, and a Penta-Vision system. This industry-leading safety system makes the drone well-suited to detecting and avoiding smaller obstacles when cultivating avocado orchards in the mountains of Michoacán. The new lift feature also makes it easier for these farmers to transport materials to and from their farms.