



FarmLogs

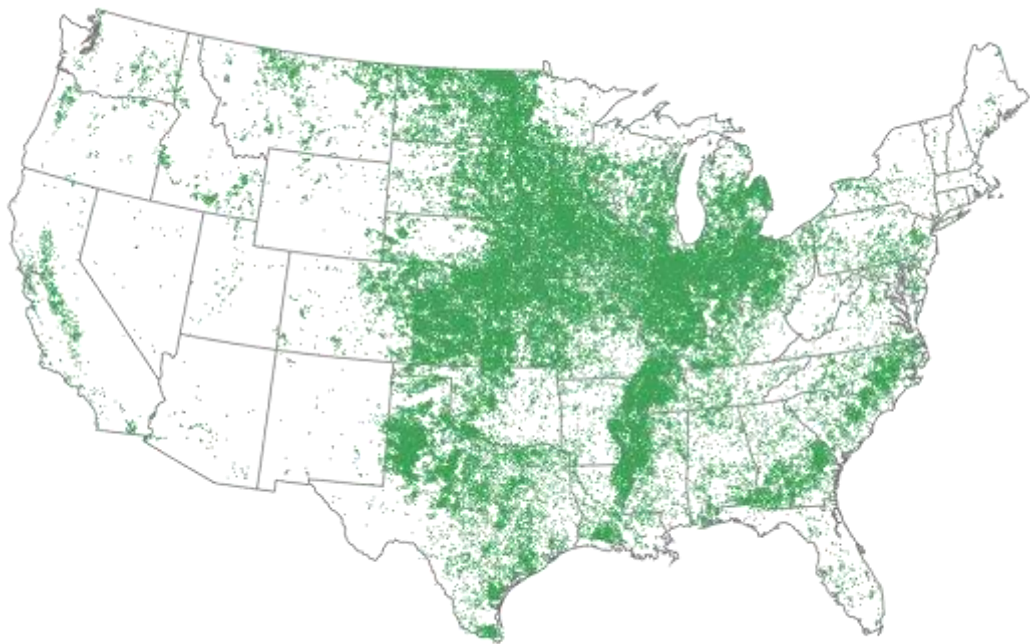


Jesse Vollmar

- Raised on 1200 acre row crop farm in Michigan
- Started programming as a kid
- Studied computer information systems
- Co-founded FarmLogs in 2012



FarmLogs is an independent technology platform designed to help growers run more efficient and predictable farms.



75M+ acres
under management





Farmer-Focused Innovation



Field-level Rainfall
2013



Automatic Activity Recording
2014



Nitrogen Monitoring
2016



Planner/Dashboard
2017

2012
FarmLogs 1.0

2013
Interactive Soil Maps

2015
Imagery & Alerts

2016
VR Prescriptions





A photograph showing two men standing in a field of lush green crops, likely soybeans. The man on the left, wearing a tan shirt and a tan cap, is pointing towards a plant in the distance. The man on the right, wearing a dark brown shirt and a white cap, is looking in the same direction. The field is filled with rows of healthy, green plants stretching into the background.

FarmLogs Partner Program



FarmLogs Partner Program

- Generous revenue-share referral program
- Access to online portal with customized educational resources and information
- Support from a dedicated FarmLogs Partner Representative to help ensure your success
- Training and Certification
- Access to FarmLogs features for internal use *(including Crop Health Imagery)*
- Co-marketing support for events and advertising
- Participation in and access to data from our on-farm Research Network
- Gain visibility to our growers for needed services



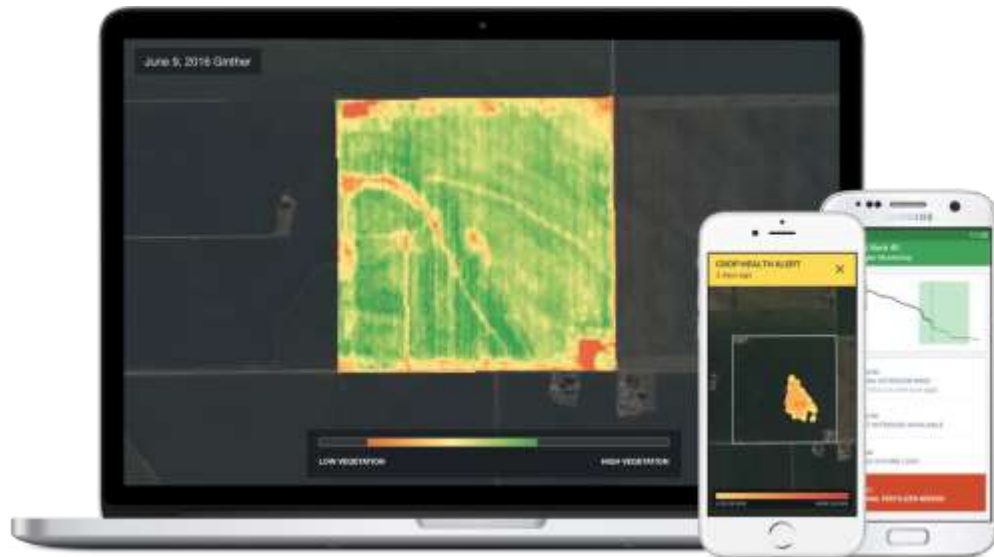
Opportunity

- Deepen your relationships and business with existing customers
- Access new clients
- Add digitally-enabled services to your offering
- Cover more acres with smarter tools
- Expand from seasonal tasks to full-season opportunities
- Be a data-driven business



A Platform for Collaboration between Farmers and Partners

- Farmer controls access to features and data
- Help with planning, review progress, post season review and analysis
- Scouting, analysis, ground truth validation, test strips
- Activities, costs, and production practices



1 Create programs

2 Plan crops

3 Estimate costs

4 Confirm Plan



Program Name	Commodity	Activities and Inputs			
No Till Corn	Corn	May 1st Spraying	Preference	2oz/ac	edit
			AMS (Spray Grade)	1.25 lb/ac	
			Class Act Flex	8 oz/ac	
			Cornerstone 5 Plus	32 oz/ac	
			Rugged	4 oz/ac	
			InterLock	2 oz/ac	
		Jun 1st Spraying	Halex GT	57.6 oz/ac	edit
			Class Act Flex	12 oz/ac	
			Justified	4 oz/ac	
		Jun 11th Fertilizing	32-0-0 UAN	28 oz/ac	edit
Oct 14th Harvesting	No Products		edit		

[+ Add Activity](#)

[Close & edit later](#)

[edit Plan crops](#)



Automatically Track and Report Field Activities



Plan

Last modified a day ago [Edit Plan](#)

2017

[Profit Dashboard](#) [Plan Details](#)

Total Revenue, Costs, & Profit

PLANNED REVENUE	PLANNED COSTS	PLANNED PROFIT	ACTUAL COSTS	UNDER PLAN
\$569.21 / ac	\$507.93 / ac	\$61.28 / ac	\$326.27 / ac	\$181.66 / ac
80% of revenue	80% of revenue	11% of revenue	57% of revenue	32% of revenue
\$321,706.20 total	\$197,639.55 total	\$23,868.65 total	\$127,081.65 total	\$76,757.90 total

Crop Summary

Crop	Acres	Price	Target Yield	Planned Revenue	Planned Costs	Planned Profit	Actual Costs	Variance
C Corn	233.4	\$3.60 / bu	41.640 bu / ac	\$842.25 / ac	\$577.13 / ac	\$65.13 / ac	\$444.16 / ac	\$132.97 / ac
S Soybeans	156.1	\$9.20 / bu	7.805 bu / ac	\$460.00 / ac	\$404.47 / ac	\$55.53 / ac	\$150.00 / ac	\$254.47 / ac
All Crops	389.5			\$569.21 / ac	\$507.93 / ac	\$61.28 / ac	\$326.27 / ac	\$181.66 / ac

Cost Breakdown

Category	Planned Cost	% of Planned Cost	Actual Cost	% of Actual Cost	Variance
Equipment & Technology	\$35.95 / ac	7%	\$35.95 / ac	11%	- / ac
Rent	\$119.85 / ac	24%	\$119.85 / ac	37%	- / ac
Insurance	\$8.99 / ac	2%	\$8.99 / ac	3%	- / ac
Labor	\$60.12 / ac	12%	\$60.12 / ac	18%	- / ac
Seed	\$153.51 / ac	32%	\$71.91 / ac	22%	\$91.60 / ac
Chemical	\$79.74 / ac	16%	\$29.01 / ac	9%	\$50.73 / ac
Fertilizer	\$39.77 / ac	8%	\$0.45 / ac	-%	\$39.32 / ac
Total Plan	\$507.93 / ac		\$326.27 / ac		\$181.66 / ac



Plan

Last modified 8 days ago · [Edit Plan](#)

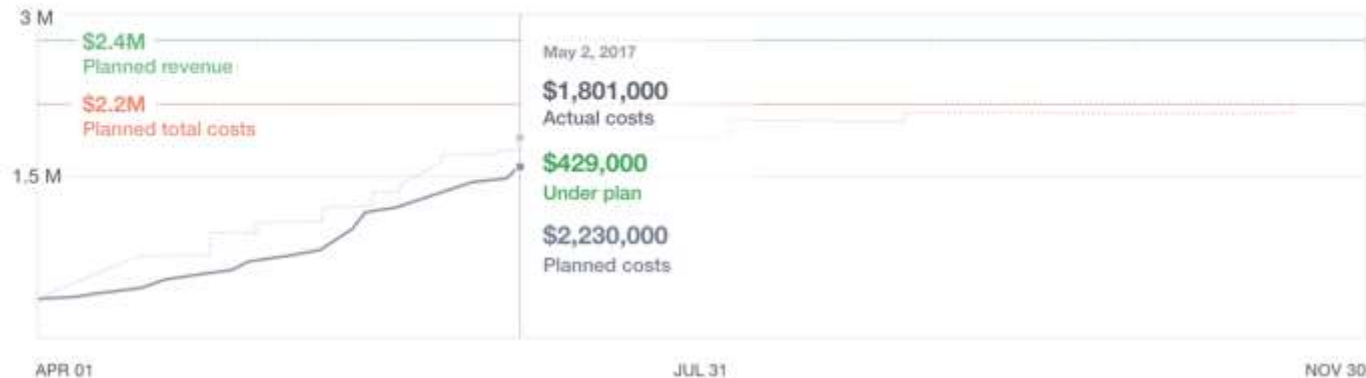
< 2017 >

[Profit Dashboard](#) Plan Details

Total revenue, costs, & profit

PLANNED REVENUE	PLANNED COSTS ⓘ	PLANNED PROFIT	ACTUAL COSTS ⓘ	UNDER PLAN ⓘ
\$607 / ac	\$554 / ac	\$53 / ac	\$450 / ac	\$104 / ac
91.76% of revenue	8.17% of revenue	80.76% of revenue	19.24% of revenue	
\$2,428,500 total	\$2,230,000 total	\$198,500 total	\$1,801,000 total	\$556,000 total

Costs over time ⓘ

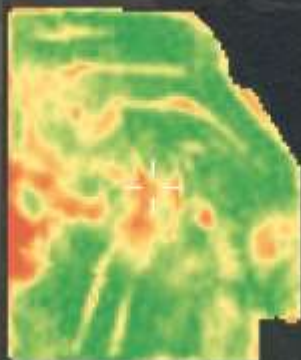


Crop Health

Crop Health Image

Jul 15, 2016

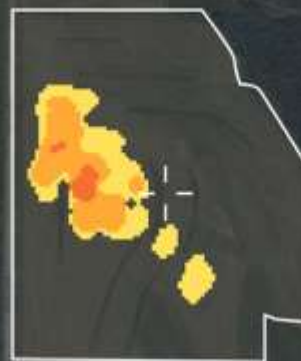
[Learn more](#)

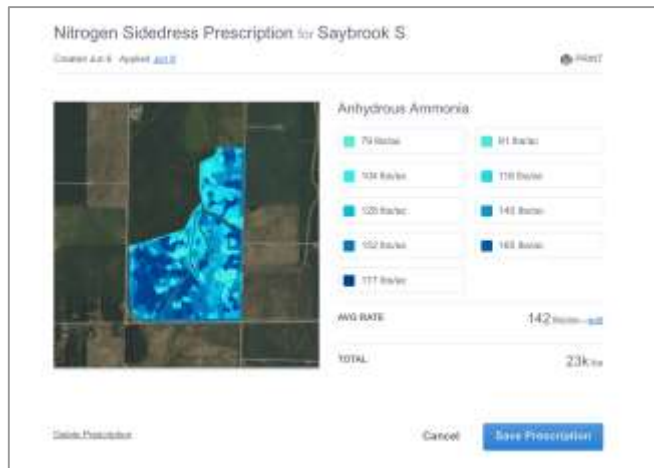


Crop Health

Crop Health Alert

Jul 15, 2016





Recognize Opportunities

- Late season sidedress application
- Can provide valuable services to your farmers using data from FarmLogs



Join us in our mission.

Partner with your farmers to build a more efficient and predictable future for their farm.



The Opportunity Ahead

- Grow your business & skill set
- Deepen your relationships and business with existing customers
- Access new clients
- Add digitally-enabled services to your offering
- Cover more acres with smarter tools
- Expand from seasonal tasks to full-season opportunities
- Be a data-driven business

See a FarmLogs Rep in
the back of the room
for more information

To learn more and schedule a call with us, visit:
farmlogs.com/partners