Needed Capabilities

- Economics
- Geospatial Information
- Sub-Field Insights
- Impacts
- Focus
- Smart Systems
The Truterra™ Insights Engine

- Brings together the proven value of stewardship practices
- Leverages agronomic expertise and technological capabilities of agricultural retailers
- Provides farmers with field-customized insights for their business and natural resources
Insights Score
Dunkin CO MO has a BASIC level of stewardship.

Insights Score Factors:
- MODERATE Management Stewardship: Field-level stewardship based on crop production agronomic activities.
- HIGH Soil & Nutrient Loss Mitigation: Degree that inherent risks of soil and nutrient loss are adequately addressed.
- BASIC Conservation Adoption: Adoption of on-farm activities that protect and enhance natural resources.

Stewardship Indicators:
- Nitrogen Use Efficiency: 11 lbs N / bushel.
- Sheet & Rill Erosion: 3.7 t / ac / year.
- Wind Erosion: 3.0 t / ac / year.

Stewardship Report Card:
- Management Stewardship:
  - Nutrient Management
  - Soil Management
  - Pest Management
  - Irrigation Management

- Soil & Nutrient Loss Mitigation:
  - Nutrient Leaching
  - Soil Runoff
  - Wind Erosion
  - Proximity to Water

- Conservation Adoption:
  - Soil Quality
  - Water Resources
  - Air Quality
  - System Adoption
Dunkin Co MO has a BASIC level of stewardship.

Insights Score Factors

- **MODERATE**
  - Management Stewardship
    - Field-level stewardship based on crop production agronomic activities

- **HIGH**
  - Soil & Nutrient Loss Mitigation
    - Degree that inherent risks of soil and nutrient loss are adequately addressed

- **BASIC**
  - Conservation Adoption
    - Adoption of on-farm activities that protect and enhance natural resources

Stewardship Report Card

- **Nutrient Management**
  - BASIC
  - MODERATE
  - HIGH
  - ADVANCED

- **Soil Management**
  - MODERATE
  - HIGH
  - ADVANCED

- **Pest Management**
  - BASIC
  - MODERATE
  - HIGH
  - ADVANCED

- **Irrigation Management**
  - BASIC
  - MODERATE
  - HIGH
  - ADVANCED

Soil & Nutrient Loss Mitigation

- **Nutrient Leaching**
  - MODERATE
  - HIGH
  - ADVANCED

- **Soil Runoff**
  - BASIC
  - MODERATE
  - HIGH
  - ADVANCED

- **Wind Erosion**
  - BASIC
  - MODERATE
  - HIGH
  - ADVANCED

- **Proximity to Water**
  - MODERATE
  - HIGH
  - ADVANCED

Conservation Adoption

- **Soil Quality**
  - MODERATE
  - HIGH
  - ADVANCED

- **Water Resources**
  - MODERATE
  - HIGH
  - ADVANCED

- **Air Quality**
  - MODERATE
  - HIGH
  - ADVANCED

- **System Adoption**
  - MODERATE
  - HIGH
  - ADVANCED
### Baseline Indicators: Based on Current Management

#### Stewardship Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Field Average</th>
<th>Lowest Efficiency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nitrogen Use Efficiency</td>
<td>1.1</td>
<td>1.7</td>
</tr>
<tr>
<td>Sheet &amp; Rill Erosion</td>
<td>3.7</td>
<td>4.2</td>
</tr>
<tr>
<td>Wind Erosion</td>
<td>3.0</td>
<td>22.8</td>
</tr>
<tr>
<td>Soil Quality Trend</td>
<td>-0.4</td>
<td></td>
</tr>
<tr>
<td>Net GHG Emissions</td>
<td>4.588</td>
<td></td>
</tr>
</tbody>
</table>

### Simulated Indicators: Mulch Tillage, Enhancement Nutrient and Pest Management

#### Stewardship Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Field Average</th>
<th>Lowest Efficiency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nitrogen Use Efficiency</td>
<td>1.1</td>
<td>1.7</td>
</tr>
<tr>
<td>Sheet &amp; Rill Erosion</td>
<td>3.0</td>
<td>3.5</td>
</tr>
<tr>
<td>Wind Erosion</td>
<td>TRACE</td>
<td>3.5</td>
</tr>
<tr>
<td>Soil Quality Trend</td>
<td>0.1</td>
<td></td>
</tr>
<tr>
<td>Net GHG Emissions</td>
<td>2.849</td>
<td></td>
</tr>
</tbody>
</table>
Nitrogen Use Efficiency (lbs N / bushel)

Estimated rates of NUE in sub-field boundaries (based on soil type).

Sheet & Rill Erosion

Estimated rates of erosion in sub-field boundaries based on USDA soil maps (tons/acre/year based on soil type)

Soil erosion map based on physical characteristics of field (independent of management)
Profit Insights

Current Field Information

Field Name: Dunkin Co MO
Field Size: 225.87
Current Crop: Corn
Crop Year: 2018

Select Comparison Scenario:

- Conventional Practices
- Enhanced Nitrogen Practices
- Improved Residue Cover
- Strip Tillage
- Interseeded Winter Cover
- Post Harvest Winter Cover
- Contour Conservation Management
- Terrace Conservation Management

Customize Current Practices with:

- Profit Focused Conservation Cover
- Reduced Tillage
- Strip Tillage

Conventional Practices

Profit Performance Estimate

- Acres: 225.88
- Yield: 185 bu/ac
- Profit: 82.17 $/ac
- Total Profit: 18,560.64 $
- ROI: 14.29%

Enhanced Nitrogen Practices

Profit Performance Estimate

- Acres: 225.88
- Yield: 93.51 bu/ac
- Profit: 21,122.06 $
- Total Profit: 21,122.06 $
- ROI: 16.58%

Stewardship Performance Estimate

- Insights Score: 11
- Soil Erosion: 76.12
- Soil Quality: -0.36
- Emissions: 102.2

Stewardship Performance Estimate

- Insights Score: 31
- Soil Erosion: 68.1
- Soil Quality: -0.30
- Emissions: 69.26
**Profit Insights**

**Current Field Information**
- Field Name: Dunkin co MO
- Field Size: 225.87
- Current Crop: Corn
- Crop Year: 2018

**Select Comparison Scenario:**
- Compare Conventional Practices with:
  - Current Practices
  - Enhanced Nitrogen Practices
  - Improved Residue Cover
  - Strip Tillage
  - Interseeded Winter Cover
  - Post Harvest Winter Cover
  - Contour Conservation Management
  - Terrace Conservation Management

**Customize Current Practices with:**
- Profit Focused Conservation Cover
- Reduced Tillage
- Strip Tillage

**Conventional Practices Compared with:**

**Profit Performance Estimate**
- Acres: 225.88
- Yield: 185 bu/ac
- Profit: 82.17 $/ac
- Total Profit: 18,560.64 $
- ROI: 14.29 %

**Post Harvest Winter Cover**

**Profit Performance Estimate**
- Acres: 225.88
- Yield: 185 bu/ac
- Profit: 80.39 $/ac
- Total Profit: 18,158.58 $
- ROI: 13.93 %

**Stewardship Performance Estimate**
- Insights Score: 11
  - Soil Erosion: 76.12
  - Soil Quality: 0.0
  - Emissions: 102.2

**Stewardship Performance Estimate**
- Insights Score: 74
  - Soil Erosion: 9.04
  - Soil Quality: 0.50
  - Emissions: -19.25
### Post Harvest Winter Cover

#### Potential Revenue Opportunities

USDA Natural Resources Conservation Service Programs

<table>
<thead>
<tr>
<th>Environmental Quality Incentives Program (EQIP)</th>
<th>Low</th>
<th>High</th>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Crop - 340</td>
<td>$51.58</td>
<td>$51.58</td>
<td>ac</td>
</tr>
<tr>
<td>Integrated Pest Management - 595</td>
<td>$8.76</td>
<td>$13.14</td>
<td>ac</td>
</tr>
<tr>
<td>Nutrient Management - 590</td>
<td>$6.29</td>
<td>$38.84</td>
<td>ac</td>
</tr>
<tr>
<td>Residue and Tillage Management, No Till - 329</td>
<td>$16.95</td>
<td>$19.95</td>
<td>ac</td>
</tr>
<tr>
<td>Residue and Tillage Management, Reduced Till - 345</td>
<td>$20.00</td>
<td>$20.00</td>
<td>ac</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Conservation Stewardship Program (CSP)</th>
<th>Low</th>
<th>High</th>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Crop - 340</td>
<td>$8.60</td>
<td>$8.60</td>
<td>ac</td>
</tr>
<tr>
<td>Integrated Pest Management - 595</td>
<td>$1.17</td>
<td>$1.75</td>
<td>ac</td>
</tr>
<tr>
<td>Nutrient Management - 590</td>
<td>$0.84</td>
<td>$5.18</td>
<td>ac</td>
</tr>
<tr>
<td>Residue and Tillage Management - No Till - 329</td>
<td>$2.26</td>
<td>$2.26</td>
<td>ac</td>
</tr>
<tr>
<td>Residue and Tillage Management - Reduced Till - 345</td>
<td>$2.67</td>
<td>$2.67</td>
<td>ac</td>
</tr>
</tbody>
</table>
Grower Performance

Grower Average for Stewardship Indicators

- **Insights Score**: 38
  - Average insights score: 0.8
- **Sheet & Rill Erosion**: 3.3
  - Average t/ac/year: 5.0
- **Soil Quality Trend**: -0.2
  - Average soil conditioning index: 1251.5
- **Profit Insights**: 99.3
  - Average profit/acre

Distribution of Field Performance by Insights Score

Each circle represents a field, is positioned according to performance for the selected indicator, and sized by its acreage. Click on a circle to filter the map and detail table.

**Colored by Insights Score:**
- Basic
- Moderate
- High
- Advanced

**Grower Average:** 38  
**State Average:** 60.07408081

Field Locations

View the geographic distribution of currently selected field.

Field Details

View the details for the selected fields. Click on the Insights Score to link out to that field's Insights Score page.
Grower Performance

Grower Average for Stewardship Indicators

Select an indicator to view detailed field-level performance for that metric.

<table>
<thead>
<tr>
<th>Insights Score</th>
<th>Nitrogen Use Efficiency</th>
</tr>
</thead>
<tbody>
<tr>
<td>38</td>
<td>0.8</td>
</tr>
</tbody>
</table>

Sheet & Rill Erosion

- 3.3 average t/ac/year

Wind Erosion

- 5.0 average t/ac/year

Soil Quality Trend

- 0 average soil conditioning index

Net GHG Emissions

- 1251.5 average lbs CO2e/ac/year

Profit Insights

- 99.3 average profit/acre

Distribution of Field Performance by Nitrogen Use Efficiency

Each circle represents a field, is positioned according to performance for the selected indicator, and sized by its acreage. Click on a circle to filter the map and detail table.

Colored by Insights Score: 
- Advanced
- High
- Moderate
- Basic

Grower Average: 0.8

Field Locations

View the geographic distribution of currently selected field.

Field Details

View the details for the selected fields. Click on the Insights Score to link out to that field’s Insights Score page.

<table>
<thead>
<tr>
<th>Field</th>
<th>Season</th>
<th>Crop</th>
<th>Acres</th>
<th>Insights Score</th>
<th>NUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>r Farms Allen Co IN</td>
<td>2018</td>
<td>Corn</td>
<td>150.08</td>
<td>17</td>
<td>0</td>
</tr>
<tr>
<td>r Farms Brown Co KS contour</td>
<td>2018</td>
<td>Wheat</td>
<td>175.72</td>
<td>31</td>
<td>2.3</td>
</tr>
<tr>
<td>r Farms Carroll Co IA Brushy Creek</td>
<td>2018</td>
<td>Corn</td>
<td>266.05</td>
<td>18</td>
<td>0.6</td>
</tr>
<tr>
<td>r Farms Dunkin co MO</td>
<td>2018</td>
<td>Corn</td>
<td>225.87</td>
<td>18</td>
<td>1.1</td>
</tr>
<tr>
<td>r Farms Harrison co IN</td>
<td>2018</td>
<td>Corn</td>
<td>34.33</td>
<td>27</td>
<td>0</td>
</tr>
</tbody>
</table>
Grower Average for Stewardship Indicators

- **Insights Score**
  - Average: 38

- **Nitrogen Use Efficiency**
  - Average: 0.8 lbs N/bushel

- **Sheet & Rill Erosion**
  - Average: 3.3 t/ac/year

- **Wind Erosion**
  - Average: 5.0 t/ac/year

- **Soil Quality Trend**
  - Average: -0.2

  - **Net GHG Emissions**
    - Average: 1251.5 lbs CO2e/ac/year

**Grower Performance**

**Distribution of Field Performance by Soil Quality Trend**

- Each circle represents a field, positioned according to performance for the selected indicator, and sized by its acreage. Click on a circle to filter the map and detail table.

**Colored by Insights Score:**
- Declining
- Maintaining
- Improving

**Grower Average:** -0.2

**Field Locations**

View the geographic distribution of currently selected fields.

**Field Details**

View the details for the selected fields. Click on the Insights Score to link out to that field's Insights Score page.

<table>
<thead>
<tr>
<th>Field</th>
<th>Season</th>
<th>Crop</th>
<th>Acres</th>
<th>Insights Score</th>
<th>SCI</th>
</tr>
</thead>
<tbody>
<tr>
<td>er Farms Allen Co IN</td>
<td>2018</td>
<td>Corn</td>
<td>150.08</td>
<td>17</td>
<td>0.21</td>
</tr>
<tr>
<td>er Farms Brown Co KS contour</td>
<td>2018</td>
<td>Wheat</td>
<td>175.72</td>
<td>31</td>
<td>0.3</td>
</tr>
<tr>
<td>er Farms Carroll Co IA Brushy Creek</td>
<td>2018</td>
<td>Corn</td>
<td>266.05</td>
<td>18</td>
<td>0.35</td>
</tr>
<tr>
<td>er Farms Dunkin co MO</td>
<td>2018</td>
<td>Corn</td>
<td>225.87</td>
<td>18</td>
<td>-0.37</td>
</tr>
<tr>
<td>er Farms Harrison co IN</td>
<td>2018</td>
<td>Corn</td>
<td>34.33</td>
<td>27</td>
<td>-1.38</td>
</tr>
</tbody>
</table>
Grower Performance

Distribution of Field Performance by Net GHG Emissions

Each circle represents a field, positioned according to performance for the selected indicator, and sized by its acreage. Click on a circle to filter the map and detail table.

Colored by Insights Score: Capturing GHG, Neutral, Emitting GHG

Grower Average: 1251.5

Field Locations

View the geographic distribution of currently selected field.

Field Details

View the details for the selected fields. Click on the Insights Score to link out to that field's Insights Score page.

<table>
<thead>
<tr>
<th>Field</th>
<th>Season</th>
<th>Crop</th>
<th>Acres</th>
<th>Insights Score</th>
<th>GHG</th>
</tr>
</thead>
<tbody>
<tr>
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<td>er Farms Brown Co KS contour</td>
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<td>Wheat</td>
<td>175.72</td>
<td>31</td>
<td>2775.1</td>
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<tr>
<td>er Farms Carroll Co IA Brushy Creek</td>
<td>2018</td>
<td>Corn</td>
<td>266.05</td>
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<td>2019.81</td>
</tr>
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<td>er Farms Harrison co IN</td>
<td>2018</td>
<td>Corn</td>
<td>34.33</td>
<td>27</td>
<td>3885.0</td>
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</tbody>
</table>
Grower Performance

Grower Average for Stewardship Indicators

Select an indicator to view detailed field-level performance for that metric.

- **Insights Score**: 38 average insights score
- **Nitrogen Use Efficiency**: 0.8 average lbs N/bushel
- **Sheet & Rill Erosion**: 3.3 average t/ac/year
- **Wind Erosion**: 5.0 average t/ac/year
- **Soil Quality Trend**: -0.2 average soil conditioning index
- **Net GHG Emissions**: 1251.5 average lbs CO2e/ac/year

**Profit Insights**: 99.3 average profit/acre

Distribution of Field Performance by Insights Score vs. Profit

Each circle represents a field, sized by its performance and acerage. Click on a circle to filter the map and detail table.

**Field Locations**

View the geographic distribution of currently selected fields.

Colored by Profit & Stewardship:
- **No Profit, Lower Stewardship**: Red
- **No Profit, Higher Stewardship**: Orange
- **More Profit, Lower Stewardship**: Green
- **More Profit, Higher Stewardship**: Blue

**Field Details**

View the details for the selected fields. Click on the indicators to link out.

<table>
<thead>
<tr>
<th>Field</th>
<th>Season</th>
<th>Crop</th>
<th>Acres</th>
<th>Insights Score</th>
<th>Profit</th>
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</thead>
<tbody>
<tr>
<td>'arms Allen Co IN</td>
<td>2018</td>
<td>Corn</td>
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<td>17</td>
<td>-5.68</td>
</tr>
<tr>
<td>'arms Brown Co KS contour</td>
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<td>Wheat</td>
<td>175.72</td>
<td>31</td>
<td>-82.09</td>
</tr>
<tr>
<td>'arms Carroll Co IA Brushy Creek</td>
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<td>Corn</td>
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<td>-58.71</td>
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<tr>
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<td>Corn</td>
<td>225.87</td>
<td>18</td>
<td>82.17</td>
</tr>
<tr>
<td>'arms Harrison co IN</td>
<td>2018</td>
<td>Corn</td>
<td>34.33</td>
<td>27</td>
<td>60.47</td>
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</tbody>
</table>
Growers by Opportunity Size
Identify growers with the largest sales potential. Click on a bar to filter the map and detail table.

Field Locations
View the geographic distribution of currently selected opportunity fields.

Field Details
View the details for the currently selected opportunity fields. Click on the Insights Score to link out to related details on that field's Insight Score page.

<table>
<thead>
<tr>
<th>Grower</th>
<th>Farm</th>
<th>Field</th>
<th>Season</th>
<th>Crop</th>
<th>Acres</th>
<th>Insights Score</th>
<th>NUE</th>
<th>SCI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connect3-R7 Prospect Customer</td>
<td>Poulter Ranch</td>
<td>Northfield Test 2</td>
<td>2018</td>
<td>Corn</td>
<td>88.73</td>
<td>18</td>
<td>1.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Mariah Murphy</td>
<td>Black Bear Farms</td>
<td>Wallis Home Place</td>
<td>2018</td>
<td>Corn</td>
<td>19.67</td>
<td>41</td>
<td>0.8</td>
<td>0.3</td>
</tr>
<tr>
<td>Matt Kruger</td>
<td>Kruger Farm</td>
<td>Kruger Home Farm</td>
<td>2018</td>
<td>Corn</td>
<td>220.78</td>
<td>37</td>
<td>0.7</td>
<td>0.3</td>
</tr>
<tr>
<td>Jason Test Grower</td>
<td>Jason Weller Farms</td>
<td>South MN 325th Street</td>
<td>2018</td>
<td>Corn</td>
<td>29.68</td>
<td>30</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>
**Growers by Opportunity Size**

Identify growers with the largest sales potential. Click on a bar to filter the map and detail table.

- Jason Test Grower
- Matt Kruger
- Connect3-R7 Prospect Customer
- Spencer Herbert
- Kevin Kruize
- David Estrem
- Mariah Murphy

**Field Locations**

View the geographic distribution of currently selected opportunity fields.

**Field Details**

View the details for the currently selected opportunity fields. Click on the Insights Score to link out to related details on that field’s Insight Score page.

<table>
<thead>
<tr>
<th>Grower</th>
<th>Farm</th>
<th>Field</th>
<th>Season</th>
<th>Crop</th>
<th>Acres</th>
<th>Insights Score</th>
<th>NUE</th>
<th>SCI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jason Test Grower</td>
<td>Jason Weller Farms</td>
<td>South MN 325th Street</td>
<td>2018</td>
<td>Corn</td>
<td>29.68</td>
<td>30</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Jason Test Grower</td>
<td>Jason Weller Farms</td>
<td>Dunkin co MO</td>
<td>2018</td>
<td>Corn</td>
<td>225.87</td>
<td>18</td>
<td>11</td>
<td>-0.4</td>
</tr>
<tr>
<td>Jason Test Grower</td>
<td>Do Not Touch Farm</td>
<td>MD.2</td>
<td>2018</td>
<td>Corn</td>
<td>55.94</td>
<td>0</td>
<td>13</td>
<td>0</td>
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<tr>
<td>Jason Test Grower</td>
<td>Jason Weller Farms</td>
<td>Buffalo MN 2</td>
<td>2018</td>
<td>Corn</td>
<td>33.68</td>
<td>17</td>
<td>11</td>
<td>-0.1</td>
</tr>
</tbody>
</table>
### Growers by Opportunity Size
Identify growers with the largest sales potential. Click on a bar to filter the map and detail table.

![Growers by Opportunity Size](image)

### Field Locations
View the geographic distribution of currently selected opportunity fields.

![Field Locations](image)

### Field Details
View the details for the currently selected opportunity fields. Click on the Insights Score to link out to related details on that field's Insight Score page.

<table>
<thead>
<tr>
<th>Grower</th>
<th>Farm</th>
<th>Field</th>
<th>Season</th>
<th>Crop</th>
<th>Acres</th>
<th>Insights Score</th>
<th>NUE</th>
<th>SCI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jason Test Grower</td>
<td>Do Not Touch Farm</td>
<td>MD_2</td>
<td>2018</td>
<td>Corn</td>
<td>55.94</td>
<td>0</td>
<td>1.3</td>
<td>0</td>
</tr>
<tr>
<td>Jason Test Grower</td>
<td>Do Not Touch Farm</td>
<td>SD_West</td>
<td>2018</td>
<td>Wheat</td>
<td>298.44</td>
<td>3</td>
<td>0.6</td>
<td>0.7</td>
</tr>
<tr>
<td>Jason Test Grower</td>
<td>Do Not Touch Farm</td>
<td>SD</td>
<td>2018</td>
<td>Soybeans</td>
<td>311.36</td>
<td>11</td>
<td>N/A</td>
<td>0.4</td>
</tr>
<tr>
<td>Jason Test Grower</td>
<td>Jason Weller Farms</td>
<td>Buffalo MN 2</td>
<td>2018</td>
<td>Corn</td>
<td>33.56</td>
<td>17</td>
<td>1.1</td>
<td>-0.1</td>
</tr>
<tr>
<td>Jason Test Grower</td>
<td>Jason Weller Farms</td>
<td>Allen Co IN</td>
<td>2018</td>
<td>Corn</td>
<td>150.08</td>
<td>17</td>
<td>0</td>
<td>0.2</td>
</tr>
<tr>
<td>Jason Test Grower</td>
<td>Jason Weller Farms</td>
<td>Dunkin co MO</td>
<td>2018</td>
<td>Corn</td>
<td>225.87</td>
<td>18</td>
<td>1.1</td>
<td>-0.4</td>
</tr>
</tbody>
</table>
Growers by Opportunity Size

Identify growers with the largest sales potential. Click on a bar to filter the map and detail table.

Field Locations

View the geographic distribution of currently selected opportunity fields.

Field Details

View the details for the currently selected opportunity fields. Click on the Insights Score to link out to related details on that field’s Insights Score page.
### Growers by Opportunity Size

Identify growers with the largest sales potential. Click on a bar to filter the map and detail table.

<table>
<thead>
<tr>
<th>Grower</th>
<th>Insights Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jason Test Grower</td>
<td></td>
</tr>
<tr>
<td>Matt Kruger</td>
<td></td>
</tr>
<tr>
<td>Connect3-R7 Prospect Customer</td>
<td></td>
</tr>
<tr>
<td>Spencer Herbert</td>
<td></td>
</tr>
<tr>
<td>Kevin Kruize</td>
<td></td>
</tr>
<tr>
<td>David Estrem</td>
<td></td>
</tr>
<tr>
<td>Mariah Murphy</td>
<td></td>
</tr>
</tbody>
</table>

### Field Locations

View the geographic distribution of currently selected opportunity fields.

Colored by Insights Score: **Basic** | **Moderate** | **High** | **Advanced**

### Field Details

View the details for the currently selected opportunity fields. Click on the Insights Score to link out to related details on that field's Insight Score page.

<table>
<thead>
<tr>
<th>Grower</th>
<th>Farm</th>
<th>Field</th>
<th>Season</th>
<th>Crop</th>
<th>Acres</th>
<th>Insights Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jason Test Grower</td>
<td>Jason Test Farm</td>
<td>SK Test 5</td>
<td>2018</td>
<td>Hard White Winter Wheat</td>
<td>316.91</td>
<td></td>
</tr>
<tr>
<td>Jason Test Grower</td>
<td>Jason Test Farm</td>
<td>SK Test 7</td>
<td>2018</td>
<td>Soft White Winter Wheat</td>
<td>87.56</td>
<td></td>
</tr>
<tr>
<td>Jason Test Grower</td>
<td>Do Not Touch Farm</td>
<td>MD_2</td>
<td>2018</td>
<td>Corn</td>
<td>55.94</td>
<td>0</td>
</tr>
<tr>
<td>Jason Test Grower</td>
<td>Do Not Touch Farm</td>
<td>SD_West</td>
<td>2018</td>
<td>Wheat</td>
<td>298.44</td>
<td>3</td>
</tr>
<tr>
<td>Connect3-R7 Prospect Customer</td>
<td>Poulter Ranch</td>
<td>West KS Test 1</td>
<td>2018</td>
<td>Corn</td>
<td>156.66</td>
<td>6</td>
</tr>
</tbody>
</table>
Products and Services
Select the products and services that you are interested in selling.

- Product or Service
- Fields
- Cover Crops
- Nitrogen Modeling
- Nitrogen Stabilizers
- Nutrient Management Planning
- Slow Release Fertilizers
- Soil Nitrate Sampling
- Soil Sampling
- SoilVantage Soil Savings Plan
- Split Application
- Stalk Nitrate Sampling
- Strip Tillage
- Tissue Sampling
- Variable Rate Application

Growers by Opportunity Size
Identify growers with the largest sales potential. Click on a bar to filter the map and detail table.

- Jason Test Grower
- Matt Kruger
- Connect3-R7 Prospect Customer
- Spencer Herbert
- Kevin Kruize
- David Estrem
- Mariah Murphy

Field Locations
View the geographic distribution of currently selected opportunity fields.

Colored by Insights Score: Basic, Moderate, High, Advanced

Field Details
View the details for the currently selected opportunity fields. Click on the Insights Score to link out to related details on that field’s Insight Score page.

<table>
<thead>
<tr>
<th>Grower</th>
<th>Farm</th>
<th>Field</th>
<th>Season</th>
<th>Crop</th>
<th>Acres</th>
<th>Insights Score</th>
<th>NUE</th>
<th>SCI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spencer Herbert</td>
<td>Minnesota</td>
<td>Neuenfeldt</td>
<td>2018</td>
<td>Soybeans</td>
<td>102</td>
<td>35</td>
<td>N/A</td>
<td>0.4</td>
</tr>
<tr>
<td>Spencer Herbert</td>
<td>Meyborg</td>
<td>West of Grove</td>
<td>2018</td>
<td>Corn</td>
<td>76.38</td>
<td>37</td>
<td>1</td>
<td>0.2</td>
</tr>
<tr>
<td>Spencer Herbert</td>
<td>Copper Top</td>
<td>West</td>
<td>2018</td>
<td>Corn</td>
<td>43.15</td>
<td>56</td>
<td>0.9</td>
<td>0.8</td>
</tr>
<tr>
<td>Spencer Herbert</td>
<td>North</td>
<td>West</td>
<td>2018</td>
<td>Corn</td>
<td>65.89</td>
<td>62</td>
<td>0.9</td>
<td>0.8</td>
</tr>
<tr>
<td>Spencer Herbert</td>
<td>Lake</td>
<td>Lake</td>
<td>2018</td>
<td>Corn</td>
<td>30.87</td>
<td>64</td>
<td>0.9</td>
<td>0.7</td>
</tr>
<tr>
<td>Spencer Herbert</td>
<td>Copper Top</td>
<td>East</td>
<td>2018</td>
<td>Soybeans</td>
<td>46.63</td>
<td>66</td>
<td>N/A</td>
<td>0.9</td>
</tr>
</tbody>
</table>
Growers by Opportunity Size

Identify growers with the largest sales potential. Click on a bar to filter the map and detail table.

Jason Test Grower
Matt Kruger
Connect3-R7 Prospect Customer
Spencer Herbert
Kevin Kruize
David Estrem
Mariah Murphy

Field Locations

View the geographic distribution of currently selected opportunity fields.

Grower: Spencer Herbert
Farm: Meyborg
Field: West of Grove
Insight Score: 37

Colored by Insights Score: [Basic, Moderate, High, Advanced]

Field Details

View the details for the currently selected opportunity fields. Click on the Insights Score to link out to related details on that field's Insight Score page.

<table>
<thead>
<tr>
<th>Grower</th>
<th>Farm</th>
<th>Field</th>
<th>Season</th>
<th>Crop</th>
<th>Acres</th>
<th>Insights Score</th>
<th>NUE</th>
<th>SCI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spencer Herbert</td>
<td>Meyborg</td>
<td>West of Grove</td>
<td>2018</td>
<td>Corn</td>
<td>76.38</td>
<td>37</td>
<td>1</td>
<td>0.2</td>
</tr>
</tbody>
</table>
## SUMMARY

### CURRENT YEAR 2018

**Progress to Goal by Acres (% to Goal)**

- **Goal**: 480K
- **Started**: 101K (20.99%)
- **Completed**: 88K (18.4%)

**Acres by Crop**

<table>
<thead>
<tr>
<th>Crop</th>
<th>Started</th>
<th>Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corn</td>
<td>60K</td>
<td>53K</td>
</tr>
<tr>
<td>Soybeans</td>
<td>37K</td>
<td>34K</td>
</tr>
<tr>
<td>Wheat</td>
<td>1,116</td>
<td>1,023</td>
</tr>
<tr>
<td>Other</td>
<td>1,349</td>
<td>368</td>
</tr>
</tbody>
</table>

### PRIOR YEAR 2017

**Progress to Goal by Acres (% to Goal)**

- **Goal**: 73

**Acres by Crop**

<table>
<thead>
<tr>
<th>Crop</th>
<th>Started</th>
<th>Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corn</td>
<td>54</td>
<td>0</td>
</tr>
<tr>
<td>Soybeans</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Wheat</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>18</td>
<td>0</td>
</tr>
</tbody>
</table>

*with current or prior year acres started

Last refreshed 7/23/2019 9:11 AM
2018 NUTRIENT MANAGEMENT

NUTRIENT MANAGEMENT PLAN
A plan used to guide the application of fertilizers, developed by an agronomist, crop consultant, or conservation planner

89% OF ACRES USE A NUTRIENT PLAN

VARIABLE RATE TECHNOLOGY
Applying the primary nutrient source for N, P, or K using variable rate technology

80% OF ACRES USE VARIABLE RATE TECHNOLOGY

<table>
<thead>
<tr>
<th>Nutrients Applied Using Variable Rate Technology</th>
<th>% of Total Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>K, P</td>
<td>73%</td>
</tr>
<tr>
<td>Flat Rate</td>
<td>20%</td>
</tr>
<tr>
<td>K, N, P</td>
<td>6%</td>
</tr>
<tr>
<td>K</td>
<td>1%</td>
</tr>
<tr>
<td>N</td>
<td>0%</td>
</tr>
<tr>
<td>P</td>
<td>0%</td>
</tr>
</tbody>
</table>

NUTRIENT MODELING TOOLS
Applicable nutrient models include; Field Forecasting Tool®, Climate®, AdaptN®, Encirca®

30% OF ACRES USE NUTRIENT MODELING TOOLS

SOIL SAMPLING
Have conducted soil sampling / soil testing on the field

91% OF ACRES USE SOIL SAMPLING

89% OF ACRES USE GRID OR ZONE SAMPLING

ACRES BY SOIL SAMPLING FREQUENCY

Sampling Methods Used

<table>
<thead>
<tr>
<th>Sampling Methods Used</th>
<th>% of Total Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>No sampling method</td>
<td>92%</td>
</tr>
<tr>
<td>Tissue sampling</td>
<td>8%</td>
</tr>
<tr>
<td>Stalk nitrate, Tissue sampling</td>
<td>0%</td>
</tr>
<tr>
<td>Soil nitrate, Tissue sampling</td>
<td>0%</td>
</tr>
</tbody>
</table>

92% 84K
4K 3K 1%
Once every 2 years  Once every 3 years  Once every 4 years or more
15 OF 26 PRACTICES IN USE

TOTAL PRACTICES IN USE BY COUNTY

TOP COUNTIES BY TOTAL PRACTICES

Practice | Count | % of Fields
---|---|---
Grassed Waterway | 237 | 13.1%
Filter Strip | 103 | 5.7%
Field Border | 67 | 3.7%
Terrace | 60 | 3.3%
Contour Buffer Strips | 51 | 2.8%
Riparian Forest Buffer | 47 | 2.6%
Pond | 23 | 1.3%
Windbreak/Shelterbelt... | 16 | 0.9%
Riparian Herbaceous C... | 12 | 0.7%
Sediment Basin | 3 | 0.2%
Contour Farming | 2 | 0.1%
Constructed Wetland | 1 | 0.1%
Controlled Traffic Farm... | 1 | 0.1%
Strip Cropping | 1 | 0.1%
Structure for Water Co... | 1 | 0.1%
AVERAGE NITROGEN USE EFFICIENCY BY COUNTY

MOST EFFICIENT COUNTY
Jennings, IN

LEAST EFFICIENT COUNTY
Clay, IN
2018 SHEET & RILL EROSION tons / acre / year

AVERAGE SHEET & RILL EROSION BY COUNTY

COUNTY WITH LEAST EROSION
Floyd, IN

COUNTY WITH MOST EROSION
Harrison, IN
AVERAGE GHG EMISSIONS BY COUNTY

**COUNTY WITH FEWEST EMISSIONS**
Warren, IN

**NEUTRAL EMISSIONS**

**COUNTY WITH MOST EMISSIONS**
Vigo, IN