Precision Technology Changes in Ag Retail

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• Topics:
  • Who We Are
  • Past – Present – Future of Retail Precision Agronomy
  • What is working
  • Current Challenges
  • Future Changes
Crystal Valley

- Ag Retail Cooperative focused on Agronomy, Energy, Feed, Grain
- Crystal Valley is a leading farm supply and grain marketing cooperative focused on serving the needs of crop farmers and livestock producers in southern Minnesota and northern Iowa.
Locations

- 16 locations across south central Minnesota
Precision Ag in Retail and Continental Breakfast in Hotels

- Both started out as inexpensive value-added services
- Hotels offered: Coffee, cereal, toast
- Retail precision offered: yield maps, soil sampling
Not Toast and Cereal Anymore

- Hotels have moved to Bacon and eggs
- Precision Ag has also changed
  - Drones
  - More People
  - Expensive Software
  - Automatic Soil Samplers
- Business Changes
  - Product Margins don’t cover added cost
  - Need to be able to standalone
  - Trackable expenses and Income
What is Working

- Soil Sampling
- Soil EC/pH Mapping
- Local Research
- On Farm Trials
- Yield Mapping & Analysis
- Manure Management / CSP Plans

- Tangible services with direct results and answers
- Internships
Current Challenges

- Multiyear programs
- Unreliable technology
- Employee retention
- Getting paid for services
- Customers making time to review data prior to decision making
- Fluffy intangible services
  - Crop Models
  - Drone Data
  - Software
  - Ag Startups
Next Steps

- Developing all encompassing service plan
- Must have a direct correlation to make/save the grower money or make their lives easier
- Ag Retail has history of giving services away. Find the right value to present to customer to get paid
- Take the opinion and emotion out of decision making and provide data backed material
- Data Management
  - Tracking of inputs
  - Documentation service