People, Pictures & Profitability
Program Details

What are we doing?

- Useful information
- Solving vs. Selling
- Making a difference

How are we doing it?

- Show up differently
- Conversation types
- Unique Experience

- Man vs. Machine
- Capabilities of each
- Limitations of each
- Value to Customer
- Value to the Retailer
- Our Conclusion
## Stand Alone Human scouting

<table>
<thead>
<tr>
<th>Capabilities:</th>
<th>Limitations:</th>
<th>Result:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diagnose exact issue</td>
<td>Amount of acres</td>
<td>Problem at hand</td>
</tr>
<tr>
<td>Immediate solutions</td>
<td>Direction in field</td>
<td>Second to know</td>
</tr>
<tr>
<td>Build relationship</td>
<td>Unsure of the issue</td>
<td>Decision delays</td>
</tr>
<tr>
<td></td>
<td>Size of the issue</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Two foot sedan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Morale</td>
<td></td>
</tr>
</tbody>
</table>
### Stand Alone Remote Sensing

#### Capabilities:
- Identify and prioritize
- Size and Quantity
- Scheduled and Consistent
- Reveals the unknown
- Purpose and Efficiency
- Historical data tracking
- Retailer & Grower accountability

#### Limitations:
- What happened
- Why it happened
- How to interpret
- What's the solution

#### Result:
- Lack of engagement
- Missed opportunities
- Unmet expectations
- Failure to launch
Our “Ironman” conclusion

**Discovery**
- Which field
- Where to go
- What to look for
- Severity
- Quantify

**Action**
- Report creation
- Showed up
- Corrected the issue

**Impact**
- Increased revenue
- Decreased yield loss
- Gained credibility
- Peace of mind
Use Cases

Current

• Planting conditions
• Pre emerge herbicide
• Emergence/population
• Frost Damage X2
• Water Damage X2
• Replant decisions X2
• Post emerge herbicide
• Nutrient deficiencies
• Compaction
• Irrigation
• Disease presence
• Disease threshold
• Fungicide Timing

Future

• Late season nutrients
• Yield estimates
• Variable dry down
• Harvest timing
• Product trial data
Grower reward

- Planting timeframe
- Replant maps
- Application timing
- Tile decisions
- Tillage decisions
- Scouting guidance
- Harvest / standability
- Landlord negotiations
- Retail accountability

Retail reward

- Track product performance
- Defend our pricing
- Place more products
- Increase revenue
- Decrease spray claims
- Increase grower contact
- Differentiate
Thank You