Does Soil Sampling Even Matter?

What % of your sampling customers purchase fertilizer from you?
Average Hand Probe Sampling
Depth Accuracy = +/- 1 to 2 inches

Depth Accuracy = < 0.125 inches
Current GPS Typically Used In Sampling
Location Accuracy = +/- 30 feet

Location Accuracy = <12 inches
A again

B - 25 ft off of A

A again

B puts 25% of lime in different spot!
Accountability
For Each Core
Accountability For Each Core
Each Core is Recorded
It All Adds Up to Immediate ROI (Lime Example)

- 2 ton/acre Lime Needed Per Sampling Event = $60/ac (100 ton)
- $2/acre investment in ROGO Sampling Technology (adds 3.3% to cost)
- IF lime placement improves by > 3.3% = Immediate ROI
3rd Party Research Data Shows: ROGO Sampling

- Reduces fertilizer bill swing by **15%***
- Reduces nutrient error due to sampling by **3X** (Human vs. ROGO)
- Location accuracy within **inches** NOT FEET
- Depth accuracy within **1/8 inch** consistently

*Standard Tri-State Recs Used. P, K, Lime costs combined*
By the end of 2021 our robots will have sampled ~800,000 acres from Cleveland to Des Moines.
The Core Truth

❖ Growers want trusted advisors

❖ Sampling programs greatly increase the likelihood of selling fertilizer

❖ ROGO has launched the most accurate and consistent soil sampling system in the history of agriculture
THANK YOU

Further the discussion at Booth #129

www.rogoag.com