Delivering on the Promise of Decision Ag
Your decisions are only as good as the data you use to drive your decisions.
Integration Unlocks Value

[Image: Diagram showing integration of various farming technologies including FarmCommand, weather station, drone, and data files.]

[Logo: FarmersEdge]

[Text: Grow more precisely]
Delivering on the Promise of Decision Ag
Promise #1

To Optimize Inputs
Promise #1
Production Zones
Promise #1
Production Zones

VR Fertility

VR Planting
Promise #2

To Become More Efficient
Promise #2
Field-Centric Weather
Promise #2
Field-Centric Weather

Forecast

<table>
<thead>
<tr>
<th></th>
<th>Sun 10 pm</th>
<th>Sun 11 pm</th>
<th>Mon 12 am</th>
</tr>
</thead>
<tbody>
<tr>
<td>Temp:</td>
<td>18.0°C</td>
<td>18.0°C</td>
<td>19.0°C</td>
</tr>
<tr>
<td>Feels Like:</td>
<td>18.0°C</td>
<td>18.0°C</td>
<td>19.0°C</td>
</tr>
<tr>
<td>RH:</td>
<td>99%</td>
<td>100%</td>
<td>99%</td>
</tr>
<tr>
<td>POP:</td>
<td>15%</td>
<td>15%</td>
<td>64%</td>
</tr>
<tr>
<td>Amount:</td>
<td>0 mm</td>
<td>0 mm</td>
<td>8.5 mm</td>
</tr>
<tr>
<td>Wind:</td>
<td>rain</td>
<td>rain</td>
<td>rain</td>
</tr>
<tr>
<td>Gust:</td>
<td>15.0 km/h</td>
<td>14.0 km/h</td>
<td>18.0 km/h</td>
</tr>
<tr>
<td>Direction:</td>
<td>ESE</td>
<td>SE</td>
<td>ESE</td>
</tr>
</tbody>
</table>

Leaflet | Data, imagery and map information provided by MapQuest, OpenStreetMap and contributors. Data: ODRL, Map: CC-BY-SA
Promise #2
Real-Time Fleet Management
Promise #2
Performance Manager (New for fall)
Promise #2
Equipment Benchmarking

Make & Model – North America 2015
Promise #3

To Identify Issues Before Crop is Impacted
Competitive Images

Crop Health

Low Vegetation

High Vegetation

Map Date: 2016/07/06
Prepared by Farmers Edge
Full Field Name: Field 1

Crop Health Assessment
- Crop: N/A
- Seeding Date: N/A
- Field Area (ac): 142.84
- Crop Health Index:
  - More
  - Less

Vegetation

Image Date: 2016/07/06
Image Source: RE
Image Resolution: 5m

Field Variability Index:
- Min: 0.05
- Max: 0.86
- Mean: 0.67
- Std. Dev.: 0.09

 disclaimer: Farmers Edge does not hold itself liable for any errors or omissions. The data and information herein should not be reproduced or distributed without the written permission of Farmers Edge.
Promise #3

N-Manager (Beta)

Application Window

Total N Requirement

Available N Normal Year

Available N Wet Year

Sidedress N Requirement from field-centric data

Applied Plus Soil N

VE

V6

R1

R6

Wet Spring

Normal Year
Promise #3

N-Manager (Beta)

Subfield-1 (Scenario: Scenario-May 10)

- No additional nitrogen needed
- The plants in this zone will be under nitrogen stress in the next 7 days
- The plants in this zone are currently under nitrogen stress

**Zone: 1**
- Status: Warning
- Checkstrip: No
- Last Updated: 2016-05-19 09:14am
- Yield Target: 170.00 bu/ac
- Area: 12.48 Acres
- V6 Date: 25-06-2016
- Recommended side-dress rate: 10 lb/acre

**Zone: 2**
- Status: Warning
- Checkstrip: No
- Last Updated: 2016-05-19 09:14am
- Yield Target: 190.00 bu/ac
- Area: 44.06 Acres
- V6 Date: 25-06-2016
- Recommended side-dress rate: 50 lb/acre

**Zone: 3**
- Status: Warning
- Checkstrip: No
- Last Updated: 2016-05-19 09:14am
- Yield Target: 210.00 bu/ac
- Area: 81.56 Acres
- V6 Date: 25-06-2016
- Recommended side-dress rate: 65 lb/acre

**Zone: 4**
- Status: Warning
- Checkstrip: No
- Last Updated: 2016-05-19 09:14am
- Yield Target: 220.00 bu/ac
- Area: 75.34 Acres
- V6 Date: 25-06-2016
- Recommended side-dress rate: 90 lb/acre
Promise #4

To Measure Results
**Estimated Volume (Dry)**

<table>
<thead>
<tr>
<th>(bu / ac)</th>
<th>(acres)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;= 43.5</td>
<td>(122.0)</td>
</tr>
<tr>
<td>43.5 - 47.0</td>
<td>(120.0)</td>
</tr>
<tr>
<td>47.0 - 49.9</td>
<td>(118.2)</td>
</tr>
<tr>
<td>49.9 - 53.3</td>
<td>(116.2)</td>
</tr>
<tr>
<td>&gt; 53.3</td>
<td>(113.0)</td>
</tr>
</tbody>
</table>

**Operation Summary**

Operation: Grain Harvest
Crop Product: Canola (hybrid)
Combines: 5
Field Area (ac): 807.0
Harvested Area (ac): 778.1
Avg. Yield (bu/ac): 47.9
Total Yield (bu): 37,271.0
Avg. Moisture (%): 4.5
Protein (%): N/A
Intake (bu/hr): 778.5
Working Time (hr): 42.0
Productivity (ac/hr): 16.6

**Field Variability Index**

Yield Avg. (bu / ac): 47.9
Std. Deviation (bu/ac): 6.1

Yield fluctuations are an indicator of field variability. Variable rate crop input applications are a proven method to manage field variability.

Disclaimer: Farmers Edge shall not be held responsible for any errors or omissions. The maps and analysis herein shall not be reproduced or circulated without the written permission from Farmers Edge.
Client: [Client Information]
Farm: [Farm Information]
Field: [Field Information]
Legal: [Legal Information]
Date: [Date Information]
Crop: [Crop Information]

**PRECISION PROFIT MAP™ - VARIABLE RATE**

<table>
<thead>
<tr>
<th>Element</th>
<th>Fertilizer Type</th>
<th>$/tonne or US gal.</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>46-0-0</td>
<td>$470</td>
</tr>
<tr>
<td>P</td>
<td>13-33-0-15</td>
<td>$745</td>
</tr>
<tr>
<td>K</td>
<td>0-0-60</td>
<td>$500</td>
</tr>
<tr>
<td>S</td>
<td>515 (13-33-0-15)</td>
<td>$745</td>
</tr>
</tbody>
</table>

**Volume by Production Zone (bu/ac)**

- <= 77.7
- 77.7 - 84.8
- 84.8 - 87.8
- 87.8 - 91.7
- > 91.7

**Yield Response**

<table>
<thead>
<tr>
<th>Production Zone</th>
<th>Average Yield (bu/ac)</th>
</tr>
</thead>
<tbody>
<tr>
<td>VR Strip(s)</td>
<td>91.3</td>
</tr>
<tr>
<td>Check Strip</td>
<td>83.5</td>
</tr>
<tr>
<td>VR Full Field</td>
<td>84.4</td>
</tr>
</tbody>
</table>

**Production Zone Map**

- Production Zone 1: 9.4 acres, 45-38-0-15, $48.62, $0.61, $0.97, $58.64
- Production Zone 2: 40.7 acres, 95-38-0-15, $71.80, $0.78, $0.91, $108.33
- Production Zone 3: 34.9 acres, 100-38-0-15, $74.11, $0.82, $0.89, $69.55
- Production Zone 4: 38.5 acres, 80-38-0-15, $64.84, $0.70, $0.86, $68.17
- Production Zone 5
- Production Zone 6
- Production Zone 7
- Production Zone 8
- Production Zone 9

**Total/Average**: 123.3 acres, $77.56

Disclaimer: Farmers Edge shall not be held responsible for any errors or omissions. The maps and analysis here shall not be reproduced or disclosed without the written permission from Farmers Edge.
How many facts did you base your 2016 decisions on?

For Partnership Opportunities
Visit Booth 125/126
THANK YOU
For Being on the Edge