Top 10 Experience Pitfalls

Brian Henze CCA, 4RNMS, CAP-TSP
*Grew up on Family Farm

*26 years of Ag Retail experience

*22 years of working with Precision Ag
“Frankly sir, we’re tired of being on the cutting edge of technology.”
* Data
* Application
* People

* Really 3 Areas
* Boundary sources
* FSA Boundaries
* Boundaries from other software
* Driven Boundaries

10. Boundary Creation
* Proper sampling methods
* Proper results
* Using the results for the best benefit

9. Soil Testing
* Soil Type Maps
* Zone Creation Standards

8. Soil Type / Zones
* RTK
* WAAS
* Everything in between

7. GPS Source
"I have some good news for you!"

Timoelliott.com
“It’s free, but they sell your information.”
* Junk in...Junk out!
* Operator input
* Data transfer / storage
* Data ownership/security

6. Data Collection
* Junk in... Junk out
* Based on good agronomy
* Environmentally correct

5. VRT Creation
“Maybe I did, maybe I didn’t” is NOT the definition of Variable Rate Application!
* Looks good on paper
* Machine calibration
* Proper driving?

4. VRT Application
* Where?
* Broad background
* Trainable?

3. Finding Good People
OUR COMPUTERS ARE DOWN,
SO WE HAVE TO DO
EVERYTHING MANUALLY...
* Equipment/Software
* Cross Training
* Connections

2. Training Good People
* How?

* Time / Work load

* Compensation

1. Keeping Good People
*How do you measure something that touches all aspects of Agriculture?

Bonus. Is Precision Ag Profitable?
Thank You

Questions?