

Training For Precision Ag

How do you prepare a Precision Person to do
what they do?



We may not answer that Question !!!

About



Our Focus

- Unbiased information and recommendations for our customers
- We sell no products
- Labor intensive, yet tasked with utilizing technology and education to bring solutions to our customers

Our services

- Full consulting services
 - Scouting
 - Recommendations
 - Planning

Our services

- Premier Precision program
 - We have collected all field data on a geo referenced boundary for over 15 years.
 - Services include:
 - All data layers, including Yield Mapping, Imagery, EC data, Precise Elevation, VR prescriptions, Management Zones, Soil type and texture, Fertility, Grid and Zone sampling, etc
 - Extensive testing and use of drone technology
 - Delivery of Satellite NDVI image on all our fields to all our customers
 - VRI
 - Sensors

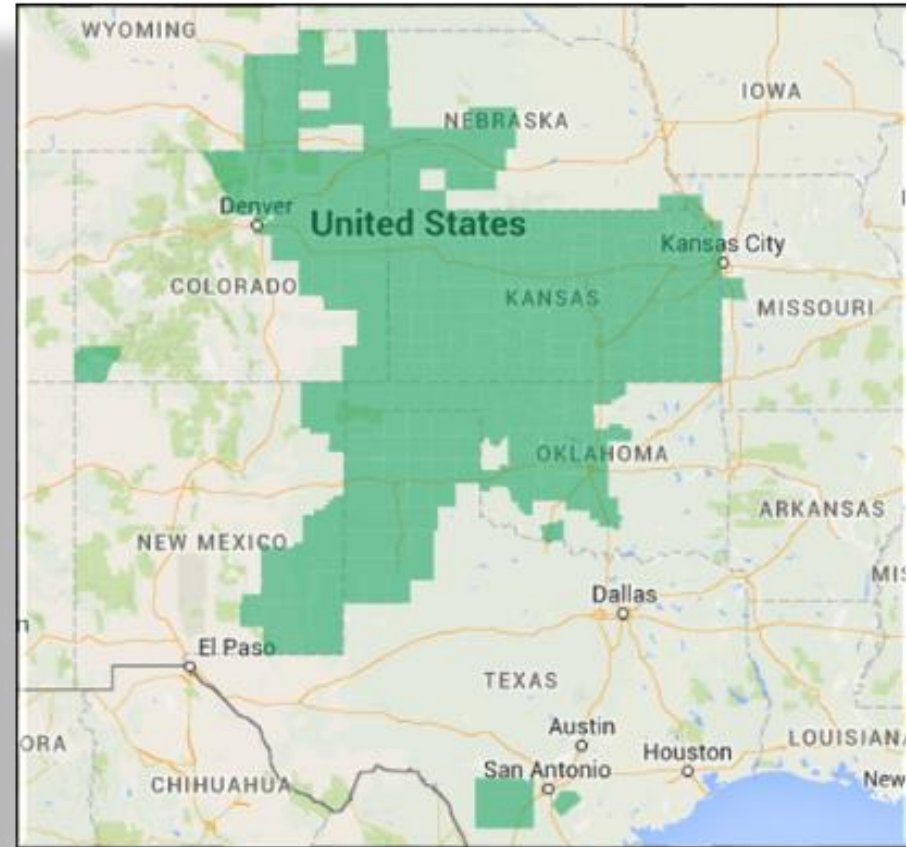
We are in the enviable position to offer actionable solutions to our customers by combining the vast knowledge of our agronomists with the talents of our Precision Team to deliver prescriptions that make an impact on the crop and yield.

Our Personnel

- 90 full time Agronomists
- 8 Precision and Tech staff

Our Geography

- Kansas
- Oklahoma
- Texas
- Colorado
- Nebraska
- New Mexico
- Wyoming
- Missouri



Our Precision Staff supports our Agronomists

- Facilitate the use of technology out in the field with our Agronomists
- Facilitate the delivery of prescriptions to controllers
- Train Agronomists to use the Precision tools available
- Tech support
- Research and test newer technologies
 - Weed out the fluff
- Allow our Agronomists to use their knowledge and solutions to make these precision tools useful and profitable for farmers

How do you prepare your Precision Staff?

- Hire well !!!!
- Look for innovators
- Look for creativity
- Give them Freedom to explore, test, prove, and fail
 - They need to be curious
- After that, things get a little fuzzy

Tools NOT adopted or invented yet.

- Hard to train when its bleeding edge
- Learning the buttons to push is easy, deciding if its worth learning what buttons to push is harder
 - Keep an open mind
- Thrive on a new challenge
- Get bored when it's complacent

Tools that are adopted

- Does the tool bring value to the staff and/or client?
 - Probing for Agronomist buy in
- Master the use and simplify
- Document the steps
- Documentation becomes a training manual
- Teach/Support the process

Team Interaction

- PASS ISSUES/SUPPORT AROUND
- Adapt to using Tech to communicate
 - IM, TEXT, Video calls, phone, linking into computers
- Duplicate yourself so you can go on vacation
 - The most vulnerable position any precision program can have is being reliant on one individual. When your program is only as good as the person you have, then you are doomed for failure.

Precision Training relies on Peer Training

- We have found it very difficult for management, or agronomists to even know where to start, when it comes to training – in fact, the opposite occurs – Precision Specialists do the training
- The value is in blending the knowledge of the Agronomist and the Precision Specialist
 - Each one's expertise allows the technology to work for the benefit of the farmer

Commitment

- There must be a commitment from management in order for a Precision Program to succeed
- It is more than building around goals, it is built on MISSION and VISION
- Without going all in, the ability to sustain a program will fail

Give direction

- When the Precision team understands the goals and outcome for the CUSTOMER, they have proven to come up with the plan and steps to get there.
- Again, this goes back to the ability of the Precision team to perceive usefulness, research and teach themselves

Consistency

- There are so many different platforms out there
 - Choosing which one(s) you use relies on a dedication to direction and the goals you want to accomplish.
 - You need to keep up with all that is available, but you need to bring order to the chaos – Get rid of the clutter.
- Always jumping to the next best, or newest thing can get you in trouble
 - Does it fit with your mission and vision?
 - Does it do anything for your customers?

Questions?

Thank You!