

FALL 2016

Ag Leader®

# Insights

PRECISION FARMING MAGAZINE

## A JUSTIFIED INVESTMENT:

Farmers in Iowa and Mississippi Insist the New SeedCommand System has Proved Invaluable

## WOMEN OF PRECISION AGRICULTURE

## 5 TIPS FOR HARVEST SUCCESS

INTERNATIONAL

"HANGIN' ON!"



# CONTENTS

FALL 2016



4



8



10



12



18

Women of Precision Agriculture 4

InCommand Displays Talk 8

SeedCommand: A Justified Investment 10

Forage Harvester Solutions 12

5 Tips for Harvest Success 14

INTERNATIONAL: "Hangin' On" 16

INTERNATIONAL: A Royal Ride Along 18

The Innovation Update 19



**RENEW YOUR SUBSCRIPTION TODAY!**

Want to continue receiving *Insights* magazine for free? Return the subscription card in this issue or go online to [www.agleader.com/subscription/](http://www.agleader.com/subscription/)

Ag Leader Technology® is a registered trademark of Ag Leader Technology Incorporated. The Ag Leader® Versa™, Compass™, SeedCommand™, SureStop®, SureVac™, DirectCommand™, OptRx®, AutoSwath™, OnTrac3™, StableLoc™, SmartReport™, SmartPath™, Intellislope®, AutoTile®, SMS™ Software, SMS™Basic, SMS™Advanced, SMS™ Mobile, AgFiniti®, SteerCommand™, GeoSteer®, InCommand™, DisplayCast™ and their respective logos are trademarks of Ag Leader Technology® Incorporated. Copyright © 2016 Ag Leader Technology Incorporated. All rights reserved. iPad® is a registered trademark of Apple Inc.



# NOW IS THE BEST TIME TO MAKE A SMART INVESTMENT IN YOUR OPERATION

If you look back in recent history, you can see that when times are challenging from an economic standpoint, often it is innovation that is the spark that leads to recovery and prosperity. Difficult economic times, like those we've faced in the ag industry over the past couple of years, cause farmers to look for ways to improve their operation and make it more efficient.

It's usually companies that have continued to invest in research and development, in order to create more innovative products and services, that benefit most when a slow economy turns around. They are in the best position to offer the new product and service innovations that farmers have needed.

Fortunately, Ag Leader has continued to invest in product development over the years and we are starting to see the dividends from those investments. I think you'll see in the pages that follow, and in the months ahead, the products we are developing will help improve your operation.

We've completed some outstanding updates to our SeedCommand line that will improve planting performance. In addition, we have added forage yield monitoring for CLAAS JAGUAR machines. And, just at a time when many are looking to upgrade their precision farming tools, we introduced our new InCommand display. With a full year of performance in the field, it now has a well-established track record over lots of acres. InCommand and AgFiniti continue to evolve with the recent addition of the DisplayCast feature. Data management and sharing has never been more efficient.

As the ag economy improves (and we know it will — it always does), we believe smart investments in technologies can help you make smarter decisions and improve efficiency. More importantly, technology investments can decrease input costs and field time to improve overall profitability. Adding some of these innovations, like technology from Ag Leader, can help make a piece of equipment that has seemingly

become obsolete a valuable tool again — saving you from making a significant investment when one might not yet be necessary.

As always, make sure you visit us at the farm shows this fall or stop by your local Ag Leader dealer to learn about all of the new advancements available for your operation. I know you'll be happy you did.

Enjoy a bountiful and profitable harvest. ■

*Al Myers*  
Al Myers







Emma Prange Nelson  
with her mother and  
sister, New Palestine,  
Indiana.

# WOMEN OF PRECISION AGRICULTURE





*"Even though agriculture is a predominantly male-dominated industry, there are more and more females becoming involved in the farming business. The stereotypes of old farmers' wives staying in the kitchen is changing."*

– Emma Prange Nelson

**T**he general perception shared by many is that agriculture is ultimately a male-dominated industry. Women, however, play a significant role in agriculture, both in the United States and in countries around the globe.

In 2012, when the last agriculture census was released, the number of women farmers in the U.S. was 969,672; which at the time equated to 30 percent of all domestic farmers. Of that total, 288,264 of these women were listed as the principal operator in charge of day-to-day operations for their respective farms.

*Insights* had the opportunity to speak with four women to discuss the opportunities, challenges and misconceptions they have experienced and observed while working in agriculture.

#### MEET EMMA PRANGE NELSON

Emma Prange Nelson and her family farm 1,400 acres of corn and soybeans in New Palestine, Indiana.

**INSIGHTS:** How long have you been involved in agriculture?

**NELSON:** Our farm has been in our family on my dad's side for over 100 years and I'm the fourth generation to run the farm. I started working on the farm when I was 16. By the time I graduated high school I was drilling beans and running the auger cart in the fall. As I got older I gained more responsibility, and now I manage day to day operations with the help of my mom and sister.

**INSIGHTS:** When did you take over the farm?

**NELSON:** My dad passed away suddenly five years ago, at which point I took over day-to-day management responsibilities. It was overwhelming in the beginning, but I'm more comfortable in my role now.

**INSIGHTS:** What was the response from other farmers when you took over the farm?

**NELSON:** I think it took most of our neighbors by surprise. My dad was well-respected in the community. He passed away in July of that year, and that following fall, we had a couple guys offer to help us harvest. I think they were taken aback when we turned them down. Today, we have earned the respect of most of the people in our local community. Sure, you may get some interesting looks from people when they drive by and see you driving a tractor. I only know of one other female in the community who operates equipment and is involved in her family operation. It's just not very common.

**INSIGHTS:** Do you feel women get the same respect in agriculture as their male counterparts?

**NELSON:** There was one time, maybe eight or nine years ago, when a gentleman who was driving down the road stopped by one of our fields. So I got out of the tractor to ask if he needed help and he said, "A woman driving a tractor. Now I've seen it all!" I didn't even know how to respond to that. I'm sure if I saw that gentleman

again today he'd be even more surprised by what we've been able to accomplish.

**INSIGHTS:** What was your biggest challenge when you first took over the farm?

**NELSON:** I really struggled with spraying. It's something I never did when my dad was around. He wanted me to, but I was stubborn and turned him down. The first year I operated a sprayer, it was interesting. I left several strips of weeds in the field that year. We have some good friends who gave us advice. They assured me that you'll never learn until you leave strips in the field. Everyone does it. But when we put the Ag Leader Integra display in the RoGator®, it helped a lot. It's really nice to have because I could see where maybe I was taking too wide of a turn, or areas where I was too far over and was leaving little strips, allowing me to go back and take care of them. I think technology has been a big help in getting us to the next level.

**INSIGHTS:** What do you say to other young women who are considering farming?

**NELSON:** If I had any message to young women, it would be that you can do anything you put your mind to. Even though agriculture is a predominantly male-dominated industry, there are more and more females becoming involved in the farming business. The stereotypes of old farmers wives staying in the kitchen is changing. In fact, my husband is a city boy who's come onto the farm, when usually it's the other way around. I hope women will continue to play an active role in agriculture and that they feel like they belong here. Society just has to come to understand that women can do this, too.

#### MEET HOPE LEWIS

Hope Lewis is an Ag Leader Technology Territory Manager based in Gothenberg, Nebraska. The territory Lewis serves includes Nebraska, Wyoming and Colorado.



Hope Lewis,  
Territory Manager  
for Ag Leader.

*"Anyone can succeed  
in this business if  
they care."*

*— Hope Lewis*

**INSIGHTS:** What's your background in agriculture?

**LEWIS:** Well, I was born in San Francisco and went to high school there, so I really didn't know much about agriculture growing up. My grandparents had horses and a few cattle and I always loved to visit them. In college, I studied animal science and management at University of California, Davis, and received my master's degree in agricultural economics. From there I went to work for a company in Sacramento called Precision Farming Enterprises, and that's how I got started in precision ag.

**INSIGHTS:** What has surprised you the most about working in agriculture?

**LEWIS:** Before coming into this industry, I never understood how hard it is to be a farmer. Your income potential is so little compared to your liabilities. Plus, farmers have so many varying responsibilities. They have to be machine operators, agronomists and now precision ag specialists. This is one of the most important things to remember when working with farmers and getting them set up on a new precision ag system. There's so much to learn when it comes to precision ag, but you have to be respectful of the fact farmers have a lot of other things to do. Precision ag is just one of a thousand things.

**INSIGHTS:** What's it like being a woman in agriculture?

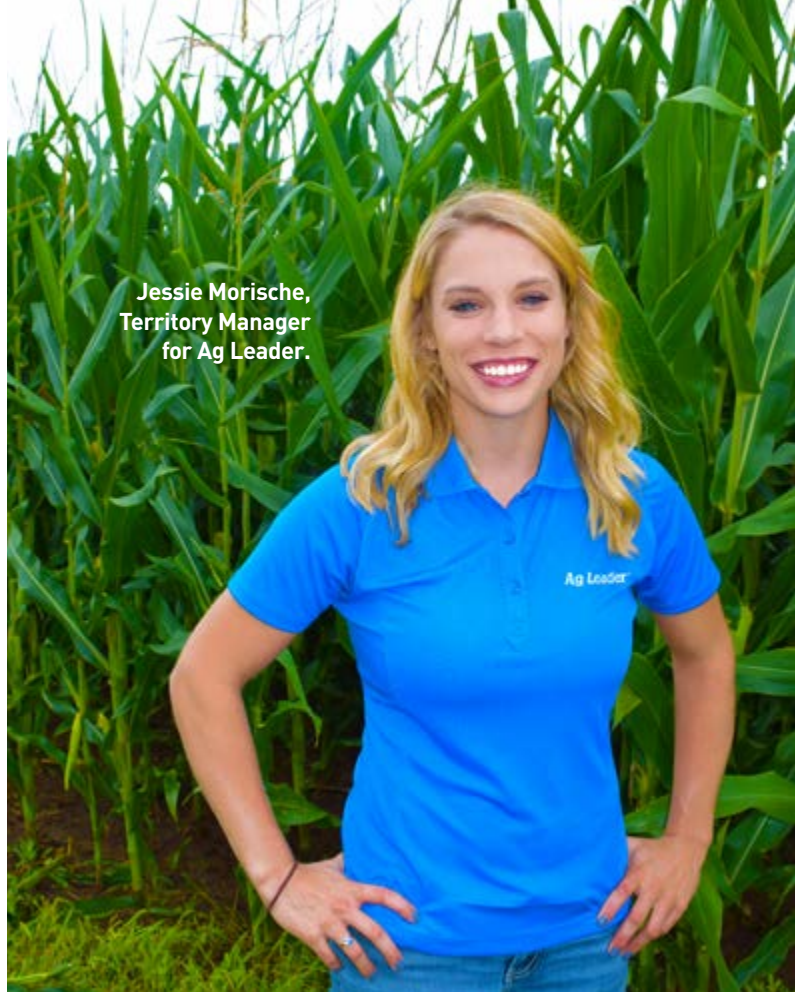
**LEWIS:** This isn't an industry that requires feats of strength and speed to be good at it. You just have to care. It takes brains, sure, but more than that you have to love to do it. If you're humble enough to ask questions, which I've had to do many times since I didn't grow up in ag, you can get the answers you need to be successful.

**INSIGHTS:** Because you are a woman, have you ever felt at a disadvantage while working in this industry?

**LEWIS:** I know a lot of women in agriculture have faced pretty stark realities in the industry, namely the perception that we don't know what we're talking about. I was once at a convention speaking to a gentleman who thought I must be a secretary. He was super confused that I actually had the same job he had at his company. Once you get past that kind of thing, you'll come to see it's not an industry where being a male is any great benefit. Anyone can succeed in this business if they care.

**INSIGHTS:** Do you farm outside of your role as a Territory Manager?

**LEWIS:** My husband, his parents and I share a small cow-calf herd. We are in the midst of a three-year plan to take over the farm. We also have corn, alfalfa and some prairie hay. As my husband and I work to grow the farm, I'm excited to show him the kinds of benefits we can get from



Jessie Morische,  
Territory Manager  
for Ag Leader.

utilizing even just a little bit of technology. In the coming years, it's my hope that every piece of equipment has Ag Leader on it.

#### MEET JESSIE MORISCHE

Jessie Morische is an Ag Leader Technology Territory Manager based in St. Charles, Minnesota. The territory Morische serves includes Minnesota and Wisconsin.

**INSIGHTS:** What's your role as an Ag Leader Technology Territory Manager?

**MORISCHE:** My role is to lead dealer development in my territory and work with dealers to make sure they have all the tools necessary to be successful in their business and support their customers.

**INSIGHTS:** What made you want to do this job?

**MORISCHE:** Back when I was a freshman in high school is when I was first introduced to Ag Leader. We purchased systems to use on our family farm. That's when I first learned about Ag Leader and what its goal was: to help farmers succeed by giving them the tools to make better management decisions. Ever since that young age, I've known that this is the company I wanted to work for.

**INSIGHTS:** What's the best part of working at Ag Leader?

**MORISCHE:** It's a company that started in 1992, and 24 years later we continue to be committed to being leaders in precision agriculture. There are farmers I talk to who have been with Ag Leader since the early years, and they feel like they're more than a customer. They feel like they're part of something special. It's why I love doing what I do.



*"It's exciting to be a female in agriculture. I have always known I wanted to work in this industry. Never questioned it or even considered doing anything else."*

— Jessie Morische

**INSIGHTS:** What's it like being a woman working in agriculture?

**MORISCHE:** It's exciting to be a female in agriculture. I have always known I wanted to work in this industry. Never questioned it or even considered doing anything else. Sure you may get some looks from people, but when it's something you've always wanted to do, you don't really think twice about it. Going to college, I was one of only two girls in the program, so I'd get asked all the time, "What's it like being the only girl in the class?" Honestly, I don't think much about it because it's something I'm passionate about.

**INSIGHTS:** What's your advice to young women considering a job in agriculture?

**MORISCHE:** My advice for females in agriculture is to not be intimidated. There have been times when I could have been intimidated by being in

a male-dominated industry. Had I let that affect me, I wouldn't be where I am today. Keep remembering why you're pursuing the career that you are and always be passionate about what you do.

#### MEET KARON COWAN

Karon Cowan is the owner of AgTech GIS, an Ag Leader Technology dealer based in Ontario, Canada. Cowan mostly supports SMS customers and dealers in the Ontario province, but has customers throughout other parts of Canada as well.

**INSIGHTS:** What's your role as an Ag Leader dealer?

**COWAN:** I've been an Ag Leader dealer since the late 1990s, so a long time. I've sold the full line of products, but as of last year I decided to step away from the equipment side of the business and I've been concentrating on SMS sales only. My role is to spearhead not only sales but the training and support of SMS software to customers and the other

Ag Leader dealers in Canada. My customers are crop consultants and large crop input suppliers who use SMS to service their farm customers and I work directly with growers too. My real love is the mapping side of Ag Leader Technology — I'm not just a seller, I'm a user too.

**INSIGHTS:** What's the best part of working with Ag Leader Technology?

**COWAN:** Well, I've always said even though I'm currently a company of one, I feel like I have a whole team of support behind me. I know if I don't have the answer, the Ag Leader support team does. That also gives me a lot of comfort in this stage of my career as well, knowing that, in the future, my customers will continue to be supported. Ag Leader has always allowed me to do big things even though I'm a small company.

**INSIGHTS:** How long have you been involved in agriculture?

**COWAN:** I didn't grow up in agriculture; I was a suburban child, but I did make the decision to go to the University of Guelph in Ontario, which is a well-known agriculture college in Canada. So I met a lot of people and became more and more involved in the ag industry at that time. It's been about 26 years that I've had my hand in the 'agricultural pie' as you might say. All of the different aspects of agricultural technology have made it a really exciting career choice.

**INSIGHTS:** What's it like being a woman in agriculture? What are some of the challenges?

**COWAN:** I don't know whether there are that many challenges. I know there have been times in my career where I've gone to a meeting and I might be only one of two or three women in the room. Fortunately, I don't look at that as a problem, because when I'm out with all of my clients, I see a large presence of women in ag. We might not be the ones in the tractors, but when I think of myself as being a woman in ag, I think of myself as being one of many. While we might not have agricultural roles as upfront in the media, this industry would be half of what it is without equal participation of all facets — whenever there is a couple farming, they're in it together. We might not all have a wrench in our hands but women are highly involved in ag.

**INSIGHTS:** What is your advice to other women considering a career in agriculture?

**COWAN:** There are so many parts of ag. That's one of the most exciting things about it. Any academic background could find work in agriculture. No matter what skillset you have, you can find a career — accounting, marketing, sales, agronomy, managerial, technological. Women have a lot of opportunity in ag. ■

Karon Cowan, AgLeader dealer located in Ontario, Canada.





**NEW FEATURE!**

# InCommand Displays Talk

## The Evolution Continues: InCommand and AgFiniti

Ag Leader ushered in a new era of data management in late 2015 with the release of the InCommand 1200 and InCommand 800 displays and AgFiniti Mobile app. The ability to easily sync maps from InCommand to an iPad with AgFiniti's free app (no Internet, cables or desktop software required) makes it quick and easy to take your maps on-the-go. Understanding

that instantaneous data accessibility for decision-making is essential for success, Ag Leader continues to evolve this powerful duo. December marks the release of the next step in data connectivity: real time display-to-display communication. Through AgFiniti and InCommand displays, a new feature, DisplayCast, means InCommand displays will now talk to each other in real-time by sharing information, such as guidance lines and coverage and as-applied maps.

## Connect your operation

Having all of your display information synced across field activities allows for increased productivity and real time decision-making. Gathering data from multiple displays running in the same field, displays running in different fields or displays across your operation is now seamless through the power of AgFiniti and InCommand displays.

## More productivity when it counts

No matter the season, there is always a short window of time to optimize crop performance. Having guidance lines from previous seasons, coverage

maps for swath control from other vehicles, and other valuable decision making data helps you run full speed.

The possibilities are infinite regardless of the size of the operation. Farms running more than one combine or planter at the same time can now be completely in-tune with what is happening in each implement. Don't have multiple implements running at once? No problem! InCommand displays used in different field operations can share information from one display to another, eliminating the need for flash drives, desktop software and other headaches.

## AgFiniti and InCommand Expand.

## DisplayCast Coming in December!

- Sync data from a display used in one season to a separate display used in the next season
- Sync data between two displays in the same field
- Analyze data on-the-go by easily merging maps from multiple machines



### Information at your fingertips

InCommand displays will not only share coverage maps but also guidance lines, summary information and yield maps. "With the urgency of getting field work done, there are so many cases where having this kind of information readily available will be a game changer in terms of uptime and collaboration among operators and machines," says Jeff Dickens, Product Sales Specialist. "Not to mention, the power of having information to analyze effectiveness of various hybrids, fertilizers, and other inputs is invaluable."

### Instant management decisions from the cab

The management decisions being made today impact yields, and ultimately the bottom-line. There is always opportunity

to learn from data, and now learning can be done on-the-go, right from the cab. Analyze effectiveness of valuable inputs by merging maps from multiple machines to track progress or evaluate outcomes of field trials. Without the need for desktop software, maps are available instantly.

"Farming has become more and more complex with increased urgency due to challenges like short planting windows, unpredictable weather conditions and managing limited resources," Dickens said. "Connecting your operation and machines, whether in the same field or across different field activities, will increase your productivity and help make informed decisions when they matter most." ■

## Benefits for All

- Is rain in the forecast? Head to the field with two planters to make quick, efficient work of it as one planter plants headlands and the other plants the rest of the field, all while using one another's coverage maps for swath control.
- Want on-the-go hybrid performance during harvest? View maps from the InCommand used during planting to the InCommand in the combine for real-time variety tracking.
- More than one InCommand in your operation? Share guidance lines used during planting from one InCommand display with the InCommand display being used for spraying.



*"Whether you plant with one display and harvest with another, or you have two planters, sprayers or combines out in the field at any given time, using DisplayCast gives you insight into the other display's information."*

—Jeff Dickens,  
Ag Leader  
Product Sales Specialist



# SeedCommand: A Justified Investment

## Farmers in Iowa and Mississippi Insist the New SeedCommand System has Proved Invaluable



### IOWA

Larger tillage tools are wonderful for covering more acres per day. However, they can also have some drawbacks. For example, Adam Gittins, a farmer near Neola, Iowa who sidelines as a dealer for Ag Leader technology, couldn't tell exactly where the center section of his field cultivator ended and where the outer wings started while planting corn this spring. Fortunately, it didn't make any difference, since Gittins was using the latest version of Ag Leader's new SeedCommand system that includes the InCommand 1200 display, SureDrive electric drives and individual row Hydraulic Down Force.

When combined with the new InCommand 1200 display, Gittins could see the amount

of applied down force pressure as row-by-row planting activity was displayed on the screen.

"Looking at the map, I could see exactly where the field cultivator had gone, even though we had tilled diagonally across the field. I could specifically see where the outside wings tilled in comparison to the center section," Gittins explained, noting that the Hydraulic Down Force system also responded in a fraction of the time required by pneumatic systems. "Since the wings didn't go in quite as deep, the ground was a little harder in those areas and the rows required more down force. I was really surprised, because



the applied down force pressure ranged from 40 pounds to as much as 250 to 400 pounds."

Gittins said he saw the same kind of results when planting in another field where fertilizer had been knifed in. If a row unit happened to follow in the same path as the fertilizer knife, the applied down force pressure on that particular row was significantly less than the other rows. That kind of variation would never have been

possible without individual row down force.

"You could see very clearly how the hydraulic down force was making a difference when it came to maintaining a consistent planting depth across the whole field," Gittins said. "Since I already had the eight-section system on my planter, changing to the individual row system, for me, just required the purchase of one more valve block for my 16-row planter and re-running some hoses and fittings."

Gittins didn't stop there, though. He also modified his 16-row Kinze planter with SureDrive electric drives on all 16 existing seed meters. In the process, he eliminated the maintenance required by the original chains, sprockets, clutches, bearing and wiring harnesses, all while



improving seed singulation and planting accuracy.

"Since SureDrives provide AutoSwath by row, point rows and headlands are planted accurately without the need for clutches," Gittins said. "The quick reaction time of the SureDrive dramatically improves the accuracy of variable-rate prescriptions as well, since there is no lag time associated with clutches and drive chains."

"Another nice thing about the SureDrive electric drive is the fact that Ag Leader has always been color blind when it comes to adaptability and performance," Gittins insisted. "In other words, the drives aren't tied to any specific brand or type of seed meter, which means they can be adapted to almost any planter brand."

However, the thing that surprised Gittins the most was the SureDrive meter's performance on curves that followed the terraces on his Iowa farm. Because each SureDrive gets its speed input from a GPS signal and the seed population programmed into the InCommand 1200 display, it automatically matches the selected seed population to the ground. Anyone who has watched an auto, horse or oval track race knows that the inside

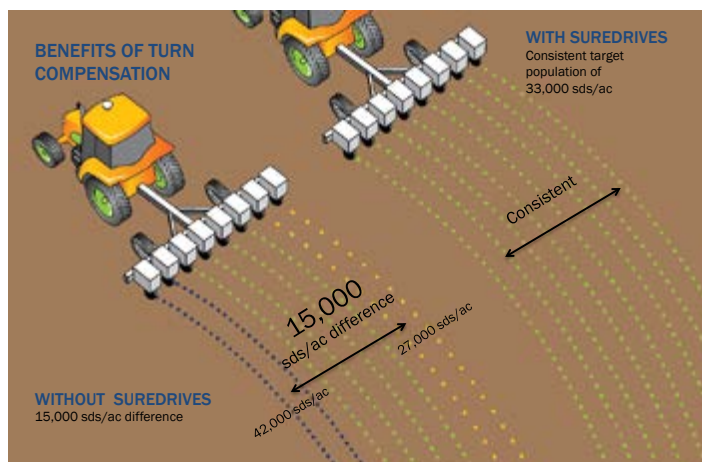
of the track is the shortest distance, hence anything or anybody on the outside lane would have to go faster just to keep up. He found that the same principle applied when planting corn on a curve. The outside rows move faster than the inside rows, yet, without turn compensation, they're dropping the same number of seeds per minute.

"Just to see how much difference it made, we did a test comparing our planter with the SureDrive system to an identical planter with the factory drive," Gittins said. "I was actually shocked to see how much difference it made. When we compared the outside row on one pass to the inside row of the next pass, we saw a difference of 10,000 to 15,000 seeds per acre."

"We had a target rate of 33,000 seeds per acre," he continued. "Yet, the population ranged from 27,000 to as much as 42,000, depending on the row and the degree of curve," Gittins added. "With the SureDrive system, we planted 33,000 seeds per acre in every row, no matter what the circumstance."

## MISSISSIPPI

John McKee and his sister Meg McKee, grow corn and cotton



"We did a test comparing our planter with the SureDrive system to an identical planter with the factory drive. When we compared the outside row on one pass to the inside row of the next pass, we saw a difference of 10,000 to 15,000 seeds per acre." — Adam Gittins

near Friars Point, Mississippi. McKee has seen similar results with SureDrives, even if he doesn't plant on the curve. Although he vowed not to spend any money during this depressed farm economy, he invested in the entire SeedCommand system prior to planting this year's crop, which includes SureDrive, as well as individual row Hydraulic Down Force and the InCommand 1200 display.

McKee said his biggest challenge during planting was maintaining positive contact between the planter drive wheels (which ultimately drive the seed meters) and the ground. No matter what he tried, he continued to see skips and variations in the planting rate.

"I've flown over our fields in an airplane, and have actually seen the skips and thin spots and wondered what we could do to correct the problem," McKee said. "However, since SureDrives are tied to a GPS signal and have an electric motor on each planter unit that speeds up and slows down to compensate for the tractor speed, ground contact is no longer an issue. The system worked extremely well."

McKee also liked the fact that SureDrive allows him to change the seed population on the go, allowing him to establish his

own test plots based on seed population without ever leaving the tractor. Should he choose to do so, the new SeedCommand system even allows him to easily view planting maps and population data on an iPad® using the AgFiniti Mobile app for scouting and analysis in the field.

On the other hand, McKee said they were only planning to purchase SureDrives until their dealer talked them into the individual row Hydraulic Down Force system, too. That portion of SeedCommand turned out to be just as valuable.

"In the past, I've put tractor weights on the planters just to get it as deep into the ground as I could go in the hard, dry spots," McKee recalled. "The hydraulic down force system pushed it right through the crust. Yet, we had other spots where it was muddy or wet and the system instantly backed off the pressure."

As a result, seed depth was consistent throughout the field. In turn, crop emergence was equally consistent and uniform. The SeedCommand system may have been an investment McKee and Gittins hadn't planned on making this year, but both insist the return of investment will be quick. In the meantime, they both agree this is the best crop of corn they've ever seen. ■



Adam Gittins on his farm near Neola, Iowa.



# Forage Harvester Solutions

## Compatibility Brings Added Convenience for Forage Producers



In an exciting new development for North American forage producers, Ag Leader Technology announced in June 2016 that select precision products will now be available for use on CLAAS forage harvesters. CLAAS JAGUAR 800 and 900 series Quantimeter machines built in 2009 and newer are supported.

Operators will gain visibility into yield and moisture information through real-time mapping with Ag Leader's InCommand display, convenient data management through AgFiniti and integrated machine guidance using SteerCommand.

Roger Zielke, Ag Leader Harvest Product Manager, said the new availability brings continued convenience to current and future Ag Leader customers.

"We're excited to provide CLAAS JAGUAR users our display, steering and mobile solution benefits," Zielke said. "Our solutions add value and enhance the JAGUAR experience in the cab and beyond."

Jeremy Foster, a farmer in Middlebury, Vermont, expressed his excitement for the latest announcement and what it means for his operation. "Well first off, it's about time," Foster joked. "I think it's going

to work out well. I'm working on getting a new InCommand 1200 for my CLAAS JAGUAR 940 harvester."

The InCommand display allows operators to view data on-the-go, in high definition, to see crop productivity and moisture maps. Manual data management and desktop software processing are eliminated through the AgFiniti Mobile App which syncs wirelessly to the InCommand display, allowing a transfer of logged data like yield maps directly to an iPad or to the AgFiniti cloud.

Foster is already very familiar with Ag Leader. He currently uses an Ag Leader Integra

display in his 12-row Kinze 3600 planter with Hydraulic Down Force, SureStop clutches and Seed Tube Monitoring.

"It will be nice to be able to see in real-time what the yields are and not have to deal with a compact flash (drive) or a CEBUS monitor," Foster said. "CLAAS produces a really good chopper and I like Ag Leader's technology, so hopefully they work well together."

This comprehensive line-up of powerful precision tools is available from local North American Ag Leader dealers. Find your local dealer at [agleader.com/dealer](http://agleader.com/dealer). ■



# Insights *Goes Digital!*

**RENEW YOUR SUBSCRIPTION TODAY!**



**STEP INTO THE 21ST CENTURY. GO GREEN. REDUCE PAPER CLUTTER.**

Whatever the reason for the switch may be, we're now offering Insights Magazine in a digital format!

To continue receiving Insights, renew your subscription! Fill out & mail in the subscription card, or go online to [www.agleader.com/subscription](http://www.agleader.com/subscription).



# 5 Tips for Harvest Success

**E**ach season brings a laundry list of tasks that growers need to manage in order to keep machinery and technology functioning to its fullest. But just when it seems that the list has been completed, it's time to move onto the next season's demands. This never-ending cycle makes it easy to overlook and forget essential details. Check out these five tips to help ensure harvest with an Ag Leader yield monitor runs smoothly.





## 1 Investigate – Check over the system. Look at cabling for damage like cuts, severe crimps and/or bends.

At the top of the clean grain elevator, pull the flow sensor and look at the foam material between the impact plate and the housing: has it been chewed on? If anything looks suspect, give your local Ag Leader dealer a call.

After the harvest season, pull the flow sensor and store it in a sealed location to prevent rodent damage.

## 2 Update – Update your display to the newest firmware version. Not only will your display run at its best, you'll likely also gain valuable features to use. Display firmware can be found at: [support.agleader.com](http://support.agleader.com). Also, be sure to clear your data card/USB and make a backup of the display.

## 3 Prepare – Load in any field boundaries, new machine configurations or planted varieties in preparation for the new harvest season. If you planted with an InSight, Ag Leader Integra display or InCommand 1200 display, you're already set with your variety maps!

## 4 Calibrate – A quality calibration is the most important step for harvest to ensure accurate yield data. This step is essential, as it will ensure the overall yield monitor accuracy and quality of data for each operation.

- Set the header stop height per each harvested crop
- Perform the vibration calibration with the header on the combine
- Update the temperature calibration number
- Perform the distance calibration

Now you're ready to head to the field. Here you'll perform the moisture and weight calibration. Ag Leader recommends you perform these steps per crop type per year. That way you'll have the most accurate yield monitor and an excellent agronomic scorecard of your operation.

*Moisture:* Per crop type, take a handheld sample from three to five locations in a hopper load. Average and update the moisture reading in the display if needed.

*Weight:* Capture four to six loads weighing 3,000 to 6,000 lbs each. While taking these loads, vary the speed between each or take varying swath widths. This will expose the flow sensor to different grain flow rates and make your system more accurate across all field conditions.

## 5 Manage – With the InCommand displays and AgFiniti, we put the power in users' hands to be successful with data management. Users can export to AgFiniti Cloud or a USB drive. ■

### Don't Get Caught by the Calendar!

InCommand displays removed the need for exporting data, flash drives, and the fear of losing logged data after the 30 day window. Accessing your data has never been easier than with InCommand displays.



## International Perspective – Written by Paul Rose

Paul Rose is a Territory Manager for the Ag Leader EMEA office. Based in the UK, he has been with Ag Leader for nearly 10 years and enjoys seeing Ag Leader equipment benefit farmers in numerous countries, growing various crops.

# “Hangin’ On”

*David Garbutt with  
his Sands sprayer and  
Ag Leader system.*



*It has been almost flawless and does what he wants. It is easy to use, reliable and back up has been there when needed.*

I took the opportunity this week to travel to Northern England and visit David Garbutt, a contractor who has been running a Sands Horizon SP sprayer fitted with an Ag Leader Integra display and ISO liquid control for about a year now. My intention was to talk to him about his experience with Ag Leader over the last year, but if I am completely honest, the conversation went way beyond just Ag Leader.

“Hangin’ on” is Garbutt’s favorite response when asked how things are. The girls at the local bank even made him a hat with this exact phrase on it. Of course, this particular rhetoric is often accompanied with a wry smile.

Garbutt has seen more than most. He hails from a hill farm where life was (and still is) tough. He has been at his current location in Cleveland, England for 51 years and has been contracting for about 30 of those years. Spraying has been the backbone of his business for most of that time, but he does other work like cultivations and drilling.

From his home base of Spyknave Hill Farm, Garbutt works an approximate 25-mile radius covering some 12,000 ha (30,000 ac) per year. Bear in mind this is the total accumulated area, not his total farmed area.

He has been running other machines during the last 30 years but about one year ago, he swapped to a Sands Horizon SP sprayer fitted with a 36 m (118 ft) boom and 5,500 L (1,400 gal) tank. Ag Leader is standard in these machines, so of course it came with the Ag Leader DirectCommand. He usually keeps the machines for three years and expects to accumulate about 2,000 hours per year.

I did ask him about the Ag Leader system and his thoughts about it. The answer was clear and simple: “Absolutely marvelous!” It has been almost flawless and does what he wants. It is easy to use, reliable and back up has been there when needed — both for the sprayer and Ag Leader.



Garbutt is the only one who runs the sprayer and he is helped by a laborer when needed. The sprayer is fed by a 15,000 L (3963 gal) bowser pulled by one of his larger tractors.

When the busy season hits, Garbutt often works 16 hours per day, seven days per week. This year will be particularly interesting due to the weather over the last few months where 800 mm (31 in) of rain

has fallen and the ground is still wet. When the wet spell does break, he will be running hard — so reliability is of the utmost importance.

Good luck to Garbutt in the coming years with business and farming. And remember — keep “hangin’ on.” ■



## Why DirectCommand?

DirectCommand has revolutionized application by reducing input costs, improving environmental stewardship and increasing productivity.

- Automatically turn sections on/off based on field boundaries, already-applied areas and user-defined headlands.
- Control application rates based on prescription maps or manually entered target rate.
- Enable variable rate application of single or multiple products.
- Record application activities, including applied areas, product volume and more.
- Read up to three optional pressure sensors, eliminating need to monitor pressure gauges outside the cab.





# A Royal Ride Along

**K**ing Willem Alexander of The Netherlands visited the farm of Jacob Branderhorst in May 2016, to learn more about the country's use of precision agriculture and the challenges of farming.

Branderhorst showcased his use of Ag Leader products during King Willem's tour — he utilizes SteerCommand, DirectCommand, yield monitoring, ISOBUS controllers, section control and more.

Branderhorst's 195-hectare (480-acre) farm in Eethen, is relatively large in size for Holland. He currently grows wheat, grass, potatoes and various other vegetables. ■





# THE INNOVATION UPDATE

## INCOMMAND ADDS SATELLITE IMAGERY

With the v1.5 InCommand firmware release comes the addition of satellite background imagery. An image of the field and surrounding area will be downloaded and shown as an underlay on the mapping screen. Satellite imagery is available to any user with a free AgFiniti account and internet access.



In addition, v1.5 brings prescription scaling, allowing prescriptions to be adjusted directly from the field, saving operators from frustrating down time. Tramline support is also available. To learn more, visit [agleader.com](http://agleader.com).

## THE NEXT GENERATION OF SEEDCOMMAND IS HERE!

As announced last summer, the next generation of SeedCommand hit fields across the country in a limited release this spring. Growers can now place orders for the new SeedCommand system, as pricing was released in early June.

SeedCommand adds SureDrive electric drives and individual row control for Hydraulic Down Force, creating an all encompassing planting solution. Paired with the InCommand 1200 display, growers gain row level visibility into planter performance like never before. Contact your local Ag Leader dealer for details, and to place your order!



## AGFINITI ADDS VALUABLE SCOUTING AND ANALYSIS FEATURES!

AgFiniti cloud updates included summary reports of field information automatically generated based on your maps.



- Filter options allow growers to generate reports of a single product, farm, or a report of an entire operation.
- Reports available on any mobile device, including a smartphone, laptop, Android tablet, or on the dedicated AgFiniti Mobile app for iPad.
- Create grid and contour maps so you can better understand trends throughout your fields.

## NOTES

With the AgFiniti Mobile app, you can now add notes and pictures to your maps for scouting! Just tap and hold anywhere on your maps to add a text note. Easily add a picture to your notes for added detail. These notes seamlessly sync to AgFiniti Cloud with the rest of your data, so no matter where you are, or what device you're using, you have the most up-to-date information!

## CONNECT WITH AG LEADER

Social media is a common way people are communicating today. Not only can Ag Leader fans interact with the company on Facebook, Twitter, LinkedIn and YouTube, but also on Ag Leader's blog – Precision Point. These platforms allow Ag Leader to inform and educate, and also have a conversation with those interested in precision farming technology. Connect with us today!





# YOUR MAPS GO WHERE YOU GO.



## Introducing InCommand.™

Our smartest, simplest, most flexible display ever. This tablet-like display gives you multiple viewing options and connects to the AgFiniti® Mobile app to easily take your maps and data with you on your iPad®. Accessible at all times, without Internet or USB drives for improved on-the-go management decisions. Go beyond good enough at [AgLeader.com/InCommand](http://AgLeader.com/InCommand).



Tablet-like Touchscreen



Innovative Dual Map View



Row by Row Mapping



On-The-Go Data Management

# Ag Leader®

[www.agleader.com/InCommand](http://www.agleader.com/InCommand)