Ag Leader®

Insights

RESILIENT Farming

PRECISION FARMING MAGAZINE | SUMMER 2018

INSIDE Insights

Farmers have a history of being resilient. In challenging environments, they persevere, bounce back and continue to thrive.

Two key qualities the most resilient farmers embody is strong decision-making skills and a willingness to change. They make well-informed, smart decisions and utilize all the tools at their disposal to do so.

In this edition of Insights, we're sharing stories of farmers who are making decisions to remain financially stable in these times of tight margins. Whether it's taking on new jobs that they ordinarily hire out or integrating tools that create new efficiencies on their farms, they are incorporating technologies to build resiliency and stay ahead of tough market conditions.

Decision support is a big part of what we do at Ag Leader. We continue to push the envelope to engineer cutting-edge products with high utility and ROI for our farmer customers and we will continue to focus on how those tools can fuel good choices on the farm. In some ways, we've evolved from precision ag into a decision ag company.

Through our full line of precision agriculture tools and the services and support we provide, we can help our customers embrace the tools they need to stay resilient because we speak from experience. After all, our employees are passionate about helping farmers use technology to persevere, because most of them are farmers too. If you haven't experienced the Ag Leader difference, we invite you to give it a try. There's no doubt you will take notice.

Al Myers

AL MYERS, FOUNDER & PRESIDENT

PLAYING BY THE RULES

SOMETIMES, RULES AND REGULATIONS COME ALONG THAT CHANGE HOW YOU MANAGE YOUR FARM.

The federal government's recent action on the common herbicide ingredient dicamba is one such example, and farmers may need to make some changes to comply with new regulations laid out by the U.S. Environmental Protection Agency (EPA).

AG LEADER TOOLS HELP GROWERS COMPLY WITH NEW GOVERNMENT REQUIREMENTS

In October, 2017, the EPA ruled that three crop protection products labeled for in-season use containing dicamba, a common herbicide for weed control in several common crops, are restricted-use pesticides. That classification changes the management requirements for using those products, especially in the 34 states where approved for use on traited cotton and soybeans. Manufacturers of chemicals including dicamba also revised labels spelling out the new requirements for farmers.

In addition to mandating farmers apply the chemical under specific environmental conditions and attend training to avoid over-application and off-target movement, the change requires them to "maintain specific records regarding the use of these products to improve compliance with label restrictions," according to the EPA.

The EPA ruling may pose a challenge to many, especially those who don't use precision ag equipment. The new regulations require increased documentation that must be recorded within 14 days of application.

AUTOMATIC APPLICATION DOCUMENTATION

Automatically generate PDF reports with Ag Leader's SmartReport function. These reports provide specific location information, product details, applied totals, as-applied maps and more, right from your display.

Click to view an Ag Leader SmartReport here!

RELIABLE PRODUCT DRIFT PREVENTION

DirectCommand provides reliable application rate control. Off-target movement, a main concern of the volatile dicamba compound, can be managed with real-time monitoring of droplet size based on system pressure and nozzle definition via an easy-to-use interface with a dynamic color-coded pressure gauge.

DIRECTCOMMAND SYSTEM BENEFITS

Eliminate over-application, overlap, spray drift and application gaps.

Increase productivity during tight application windows.

Reduce fuel costs and field compaction by applying multiple products at one time.

Target product application through crop sensing and prescription application strategies.

Document all field application data and provide simple reporting.

STAY RESILIENT. EXCEED YOUR CROP OUTPUT GOALS WITH AG LEADER'S DIRECTCOMMAND SYSTEM. KEEP ACCURATE APPLICATION RECORDS OF YOUR CROP PROTECTION PRODUCTS.

THE ONE-TWO PUNCH

TO WATER QUALITY PRESERVATION

Don't just call him an environmentalist. Don't just call him a large, successful farmer. Don't just call him a technophile. That's because Trey Hill isn't any of these things...he's all of them. And today, he's using some of the latest technology and crop management systems to productively and sustainably move his operation into the future in an area where large-scale agriculture is far from the most common part of the landscape.

> "WE'RE DOING THINGS WITH THIS TECHNOLOGY THAT NOT ONLY MAKE GOOD BUSINESS SENSE, BUT ARE GOOD FOR THE ENVIRONMENT."
>
> – TREY HILL

Click to see more photos.

Some of the fields on which Hill utilizes his precision ag tools are within feet of Chesapeake Bay, one of the sites of some of the most well-documented disagreements over agricultural water issues in the U.S. in the last two decades.

But for Hill, who calls himself a farmer and environmentalist, technology has not only been a critical component of sustaining and growing yields on his Rock Hall, Maryland, row crop farm, it has also ensured that his operation has had a minimal impact on the surrounding environment and waterways. Using Ag Leader tools in conjunction with additional responsible practices like cover crop integration has allowed him to become more profitable. From this success, Hill became an advocate for using these techniques and technology to improve water health.

"As farmers, we're the original stewards of the land, and I want any water that comes off my farm to be clean. If I can develop a way to do it, whether through technology or cover crops or whatever else, and I can still be profitable, I am going to do it. We have to improve and adapt," Hill said. "You can be a big, progressive, high-yielding and high-tech farmer. You can make money. But, you can also do stuff that isn't always thought of as mainstream."

Hill's Harborview Farms sits near the small town of Rock Hall, the "Pearl of the Chesapeake" that sits on the waterfront on the National Chesapeake Scenic Byway within a two-hour drive of Philadelphia, Baltimore and Washington D. C. It's a region where water - whether from the Chesapeake Bay itself, or the nearby Chester or Sassafras rivers - is a dominant feature of the ecosystem. That makes it important for Hill to always approach his work with two goals in mind: Raise bumper crops and do so in the most environmentally responsible way possible. Technology and data play major roles in him achieving both.

TECHNOLOGY AND RESPONSIBLE FARMING

The combination of precision ag tools and cover crops have made Hill something of a pioneer in row crop agriculture in the Northeast for more than 20 years. But he sees himself as just another farmer trying to stay resilient, work hard and leverage all the resources he can to raise a bumper crop each year.

"We use full rates of pesticides, transgenic seed, technology and everything other large-scale farmers use around the country," Hill said. "It makes really good business sense to plant cover crops and use technology to do things like apply pesticides more precisely. When you do it over thousands of acres, it makes a pretty significant difference."

Hill calls himself "about average" when it comes to integrating technology tools like Ag Leader's on Harborview Farms. But the fourth-generation farmer is no stranger to precision agriculture or Ag Leader, having purchased his first yield monitor in 1997. Since then, he's relied on SMS Software, now with InCommand displays, to help him create almost two decades of yield data on which he's based variable-rate nutrient and chemical applications and now, variable-rate seeding.

"We have row shut-offs on our planter, and we're variable-rating fertilizer, using less insecticide and with section control, we're only overlapping applications by 1 or 2 percent versus 5 percent before. When you think about applying 3 percent too much pesticide on thousands of acres, that's pretty significant," Hill explained. "We're doing things with this technology that not only make good business sense but are good for the environment."

CONTINUED »

THE COVER CROP STRATEGY

Alongside the Ag Leader technology he has long utilized on his farm, Hill has been one of the nation's biggest proponents and adopters of cover crops for the last two decades. Every acre on his farm is "covered year-round" with either a cash or cover crop, and just like with his precision ag technology, cover crops have helped him accomplish both his farm's profit and environmental sustainability goals.

"With our technology, we're not just doing a better job producing more and being more efficient, but we're utilizing data to do things that are better for the environment," Hill said. "Through cover crops, we're doing things that are positive from a business perspective by making our soils healthier, and we're preventing nutrients from entering into the waterways."

Hill's combination of technology and cover crops is critical to his continued success in many ways. His farm sits on soils that have been "farmed for hundreds of years," therefore they have unique nutrient requirements to sustain and increase production.

A one-two punch of precision ag tools that help him better see where his crops are performing and where they're not, then a system of plants that help keep soil nutrients more consistent across his farm help Hill stay ahead of increasing crop yield expectations.

"We have learned a lot about our soils from our precision tools, and I can apply that knowledge to my cover crop strategy in building our soils up," he said. "It all works together to create ecological systems for farming."

FINDING THE COMBINATION THAT WORKS

As many farmers can attest, operating a farm of Hill's size and scale can be stressful. That's especially true in an area where water quality is the subject of strong scrutiny. A combination of precision ag technology, cover crops and an openness to reaching across the divide that's normally between environmentalists and farmers has helped Hill reduce that stress.

"All of these systems work together, help us build our knowledge base and make things more transparent so everybody knows what's going on. Everybody has to figure out where their stress is coming from, and for us, logistics is huge. We have to make sure our machinery is all running smoothly," Hill said. "Not only does it lower our stress levels, it helps us make better, smarter decisions. And, working with the environmental community alleviates a lot of stress too. Let's all become part of the solution."

That work with the environmental groups is something Hill recognizes sets him apart from other farmers. His region has been home to some of the more widely publicized episodes pitting farmers versus environmentalists in the last 20 years. While the divide remains between many ag and environmental groups, Hill has been open to working with an eye on solutions that can bridge that divide.

"Stereotypes still exist. But, there are forward-thinking people on both sides of the issue, and we all want clean water. No farmer is trying to pollute the water," Hill said.

CONTINUED COOPERATION AND ADAPTATION

Hill is quick to recognize the kind of cooperation he, as a large farmer, has with his area's environmental community is rare and possibly not attainable in some parts of the country. But he says it's his responsibility as a steward of both his landscape and the ag industry in general to make every effort to forge the kind of cooperation that has yielded positive results for his farm and others in the area.

"Go where you're uncomfortable and see what you can learn. Go to environmental group meetings. Just show up. If they just sit and criticize farmers, then leave. But, if they are willing, do what you can to engage them," Hill said. "Everybody accuses the environmental community of not working with farmers, but do farmers work with the environmental community?"

Specific to the technology on his farm in the coming years, Hill said he'll likely continue his efforts to "stick to fundamentals" and bring along new tools that make real differences to his bottom line and help him become a better caretaker of the environment while producing bumper crops.

"Satellite imagery is going to be our next big push, and some of these more sophisticated monitoring programs for nitrogen and runoff will help us become even more precise with our applications," he said. "We will continue to try to stick to fundamentals and making sure that our seed is placed right, has good seed-to-soil contact and pay attention to the little things. We want the right technology to help us stick to the fundamentals of raising good crops and taking care of our land and water. All these new tools coming along are pretty exciting and will hopefully help us do those things."

DO IT YOURSELF FIELD TILING

At a time when grain markets continue to strain row crop revenue potential, many farmers are taking steps to do all they can to maximize productivity and yields.

Excess water is a common yield robber with corn and other crops. For farmers with heavy, moisture-retaining soils, or slow draining areas in a field, installing drainage tile can improve overall productivity. Additional drainage tile benefits include: faster soil warm-up in the spring, less compaction, better soil aeration and overall management implications like reduced yield variation, more days of machinery operation, earlier planting time frames, lower nitrogen loss, less erosion, lower drying costs and overall lower per-bushel break-evens.

According to the latest USDA Census of Agriculture, drainage tile systems are utilized on almost 49 million acres of U.S. cropland, a testament to the importance of good drainage in sustaining some of the most productive farmland in the country. Adding new drainage tile lines requires close attention to the landscape, an effort that's today aided greatly by Ag Leader's InCommand 1200 display featuring the Intellislope Tile Plow Control System. Intellislope simplifies the process of installing field drainage tile by using a RTK GPS receiver to install tile with a positive grade through the entire run, eliminating the need for surveying equipment. And with the right equipment, installing tile can be cost-efficient with a high ROI.

DRAINAGE TILE SYSTEMS ARE UTILIZED ON ALMOST 49 MILLION ACRES OF U.S. CROPLAND.

SEE THE WESSELS FAMILY INSTALL TILE
Click here to view the photos!

BUILDING THE CASE FOR DIY

Linden Wessels and his son Weston can attest to that. The Watseka, Illinois, father-son team raise row crops, and recently added a Soil-Max Gold Digger tile plow with Intellislope for their InCommand 1200 display in late 2017 to better care for their land and increase profitability of their operation.

"The issue around here in the last two or three years has been the big tiling companies don't want to do the smaller jobs," Weston said. "They're always busy, so it's hard to find time to get those smaller jobs done."

In the last few years, tile installers have indeed been some of the busiest business partners for farmers around the nation, making it tough to get tile lines installed in the desired or necessary time frame. The opportunity for farmers to do the same work on their farms can be a cost-efficient long-term solution when drainage tile is necessary, even when it's tough to justify another upfront cost.

"It's hard to get somebody to want to add tile when corn is $3.50 per bushel and landowners don't want to budge on cash rents," Linden added. "The cost of this machine, in the long run, is probably a lot lower than using a contractor. You can pay for a Soil-Max machine in three or four years if you're pattern-tiling over 40 or 50 acres a year."

Weston says it was an easy transition once they began using Ag Leader equipment for the process.

"The first morning alone, we easily put in close to 10,000 feet of tile. I was really impressed. It was really running through the tile. Doing a project in less than a week is no problem at all with this combination of equipment. The cost is a lot lower than what most contractors will charge you to do it.

> "YOU CAN PAY FOR A SOIL-MAX MACHINE IN 3 OR 4 YEARS IF YOU'RE PATTERN-TILING OVER 40 OR 50 ACRES A YEAR."
>
> – LINDEN WESSELS

And, it's an easy job for two or three guys to get done with the right equipment," Weston said, adding it's possible for him and his father to install 65,000 feet - or 80 acres - of drainage tile in a week. "Today's precision software, honestly, is easy to get the hang of. The GPS seems to work pretty efficiently. Jobs that used to take days will now just take hours."

PLANNING YOUR SYSTEM

To create an effective drainage system, an assessment needs to be done to reveal both field-wide drainage needs, necessary system capacity and how tile lines - both mains and laterals - should be laid out. This is typically done along the natural contours of a field. It also includes the sizing for the lines, as well as the size, location and capacity of drains. The SMS Software Water Management Module allows you to map out and plan tile lines to be installed. Designing these plans in SMS allows you to visualize the field from different perspectives, as well as overlay with other layers such as yield or soil type maps.

THINGS TO CONSIDER

All the planning in the world isn't any good if you don't put it into practice with careful drainage tile installation. The right equipment and know-how can help ensure the end result is a system that effectively drains otherwise waterlogged soils.

"We had a mini excavator and a larger-framed tractor and other equipment we knew we'd need. We didn't have to go out and buy all the rest," Weston said. "It was just the InCommand 1200, Intellislope, Soil-Max and GPS 6500."

HOW OTHER TOOLS FIT IN

Just like GPS can help create a more comprehensive picture of field topography in the planning phase, precision agriculture tools can help with analysis that can help ensure drainage tile systems are having an ongoing benefit to both field conditions and crop yields. The ability to track specific variables that influence yield can help manage both the initial cost of a system and any changes important to sustaining stronger crop yields.

"It takes time to take the learning curve down to figure it all out, but once you do, it's pretty simple," Weston said. "It's kind of scary to start using something you haven't tried before. But, with this technology, it's easy to for just the two of us to do the job, definitely."

5 REASONS TO DO IT YOURSELF

- ✓ NO WAITING ON CONTRACTORS
- ✓ SAVES MONEY
- ✓ INSTALLATION IS EASY
- ✓ QUICK ROI
- ✓ INDUSTRY-LEADING SUPPORT FROM SOIL-MAX AND AG LEADER

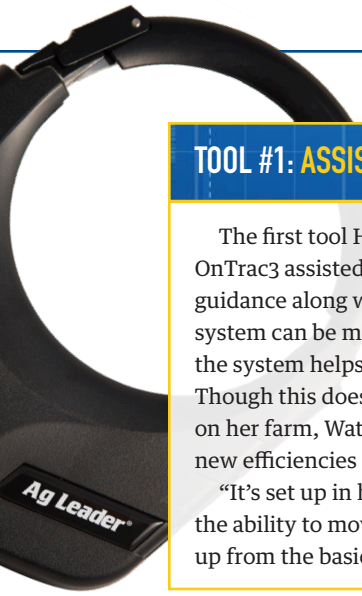
TECH TOOLS FOR EFFICIENCY

Lora Howell is as resilient a person as they come, having conquered tough circumstances to successfully manage her family's Danville, Ohio, diversified crop and livestock farm. With the help of a new array of Ag Leader precision ag tools, she's bringing that resiliency to her business.

When Howell was announced as the 2017 Tech My Farm contest winner, she wasn't a complete stranger to precision agriculture technology. But with room to grow her technology know-how and adoption, she consulted with a local Ag Leader dealer to determine how an arsenal of new tools could help her meet needs specific to her farm.

Howell began working with Evan Watson, an Ag Technology Specialist with Precision Agri Services Inc., located in Minster, Ohio, to find the right Ag Leader tools to meet her goals. Her 500-acre farm is widely diversified with rolling hills and smaller, irregularly shaped fields. She's seen yields vary across her farm, which she suspects has been caused by inconsistent soil drainage, nutrient distribution and seed placement.

"I thought of the things that would give her the most benefit - the biggest bang for her buck - with this technology," Watson said. "She makes all the decisions on her farm and is really running the show, and I thought in terms of what technology she could incorporate to really help her bottom line."



TOOL #1: ASSISTED STEERING

The first tool Howell integrated into her farm was the OnTrac3 assisted steering system to provide in-field guidance along with a GPS 6500 System. Since the system can be moved to multiple pieces of equipment, the system helps her coordinate all field operations. Though this doesn't necessarily address a specific need on her farm, Watson said the system would help create new efficiencies for Howell.

"It's set up in her planting tractor, but she will have the ability to move it to others," he said. "It is a huge step up from the basic guidance she had before."

TOOL #2: YIELD & CROP INPUT MONITORING

The InCommand 1200 display and yield monitor offers Howell the opportunity to better manage some conditions specific to her farm and do so with ease.

"It's beautiful. The past screens I'd used were brown, with brown backgrounds and brown lettering," she said. "The InCommand unit has a big screen and it's very vibrant with color hues that are friendly to the eye."

Because of the variability in her landscape, it's also easy for fertilizer applications to end up inconsistent. Additionally, water management caused variability in yields from one end of a field to the other. Watson knew the InCommand display would help her better manage these issues, for a more consistent yield potential.

"The yield monitor is going to help her make better management decisions with variety tracking, fertilizer applications and potentially guiding where she needs to put in new drainage tile," Watson said. "There are likely areas of her fields where we have thought she put on the right amount of fertilizer, but now she can make adjustments based on her yield maps that can back up the soil testing she does. She may even move into variable-rate fertilizer and herbicide applications down the road."

Howell said she'll be able to make decisions like these more quickly and efficiently. "I'll be able to see in vivid colors where my crop's performing and where it needs work," she said.

TOOL #3: PLANTER CLUTCHES

The next tool Watson recommended for Howell was the SureStop electric clutch system for her planter. Because her farm mostly comprises of smaller, oddly shaped fields, planting with traditional systems typically leads to either over-seeding or gaps. With the SureStop clutches, she will be able to plant consistently and efficiently by leveraging the system's row-by-row seed placement control.

"She has a lot of smaller fields and rolling ground, and with the section control these clutches will provide on her planter, she will see a significant payback," Watson said. "It's an affordable package and has the biggest payback potential by eliminating point rows and overpopulation, both of which reduce yields. It represents significant seed savings on her operation."

TOOL #4: STRONGER GPS GUIDANCE

Because of the characteristics Howell's land, GPS signal can sometimes be an issue. Hillsides and tree lines sometimes make it difficult to sustain a GPS signal, which can cause gaps in data gathering. Howell added a GPS 6500 unit that offers her better accuracy with exclusive technology to improve signal uptime. "Having the improved capability that the GPS 6500 offers is crucial for Lora because of the rolling terrain and tree lines along the fields that she farms," Watson said. "It also gives her the ability, if she wants to pursue a higher-level signal later on, to add RTK to get higher accuracy moving forward. We thought this would be a good way to solve her immediate problem."

Howell said she's prone to planting "crooked rows," so she anticipates that the GPS, automatic row shutoffs and her OnTrac3 assisted steering system will help make her planting operations easier and more efficient.

"I have an eight-row planter, so didn't think too much of it until I learned what automatic shutoffs will do for me, especially in point rows. I won't have as many problems," she said. "I don't care if you have row markers. This whole autosteer and GPS system is going to make life so much easier."

Howell's new tools will offer more than crop yield and efficiency benefits; she sees them helping lower her overall stress level. "Systems like autosteer and GPS are going to make life so much easier," Howell said.

LEARN HOW AG LEADER CAN HELP MAKE YOUR FARM MORE EFFICIENT!

Click here to find your local Ag Leader dealer.

Liquid Application TIPS FOR SUCCESS

These days growers are faced with a host of application challenges. Ensuring your sprayer is properly calibrated for spray drift, Roundup® resistance and chemical efficacy are just a few challenges to overcome.

Fortunately, there are five Ag Leader DirectCommand ISOBUS liquid control tools from that can help remedy many of these pressing topics.

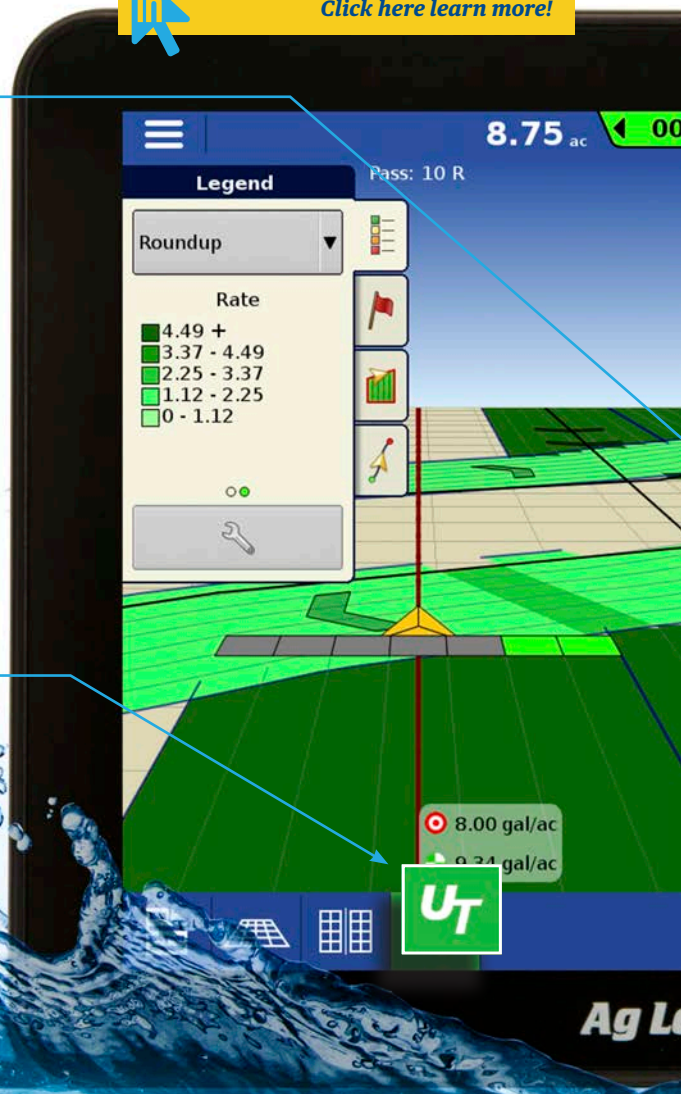
DROPLET SIZE MONITORING WITH PRESSURE FALLBACK

With emerging weed resistance, it is more crucial than ever to apply product correctly to maximize chemical efficacy. Monitoring the droplet size helps ensure proper plant coverage. When using a contact herbicide, a smaller droplet size and high volume of carrier per acre is necessary to ensure the product application is effective. Failure to do so can result in inefficient application, additional costs and even substantial fines. The pressure fallback feature of DirectCommand helps ensure proper coverage in low-flow scenarios. When the operator slows down at the edge of a field with the majority of sections shut off, effective weed control may not occur because the flow meter is recognizing an incorrect rate. With pressure fallback, the system automatically uses a sensor to accurately calculate the desired rate and ensure proper coverage.

LOAD-AND-GO VERSATILITY

The user interface of DirectCommand features easy-to-use, wizard-based methods to calibrate the flow, pressure and ground speed sensors that are critical to accurate system performance. Plus, the load-and-go configuration feature takes the guesswork and stress out of setting up the sprayer prior to operation.

STREAMLINE YOUR APPLICATION EFFORTS
Click here learn more!

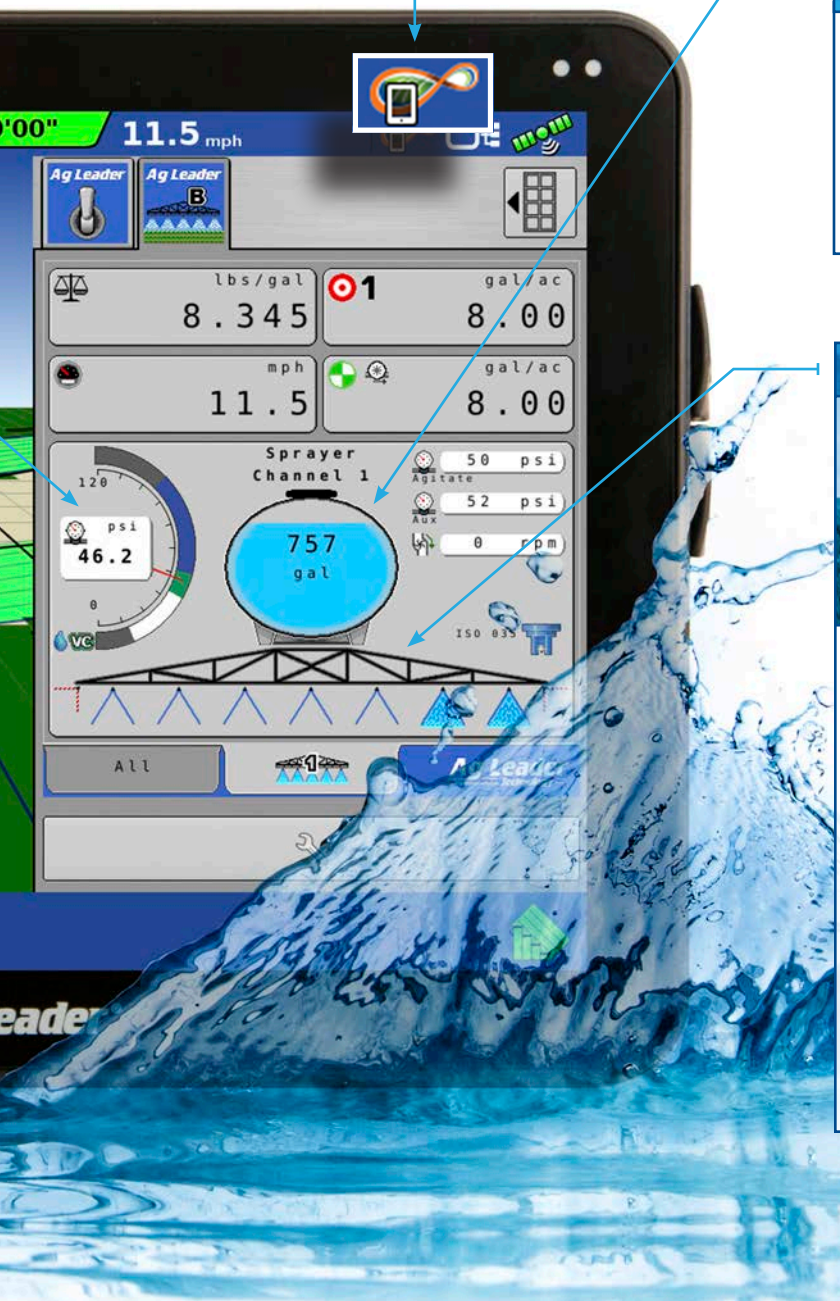


PAPERLESS DOCUMENTATION

Sprayer controllers must become more precise and offer improved product control and documentation as regulation on applications becomes more stringent. DirectCommand paperless documentation programs provide a hassle-free way to manage your controls.

SmartReport
Simplify application reporting with the ability to generate detailed reports for government record keeping. Then export SmartReports using AgFiniti, Ag Leader's cloud-based platform, for quick reporting and distribution through the email options within AgFiniti.

AgFiniti
Paired with AgFiniti mobile, applicators can take their maps with them at the end of the day, allowing for quick and convenient decision-making and application documentation on-the-go. For example, product application data logged to the display can easily be synced to an iPad to take to the field for scouting, reporting, application product purchasing and spot checks.



COMPLEX TANK MIX MANAGEMENT

Application products have become increasingly complicated. The DirectCommand tank mix menu was designed to be user-friendly to help you meet today's tough regulations. You can also decide how you want to define tank mixes – by either product total amounts or by a mix defined by the amounts applied per acre.

DRIFT CONTROL

Diligent growers know the value in being good stewards of the land and abiding by the four "rights" of responsible stewardship: right source, right rate, right time and right place. DirectCommand makes it easier with real-time droplet size monitoring based on current system pressure with an easy-to-use interface and dynamic color-coded pressure gauge. Operators can follow the simple wizard-based tip management menu for accurate droplet monitoring:

- **Enter the characteristics of your tips in the wizard or choose yours from one of the several commonly found ISO tips already entered in the system.**
- **Look for the indicator on the left side of the run screen and use vehicle speed to control droplet size.**

AVOIDING DECISION PARALYSIS

By Chad Swindoll, *Ag Leader Precision Agronomist*

The volume of data points collected on each farm throughout the year continues to increase. Reviewing all of that information can be overwhelming, and sometimes it leads to decision paralysis, which can happen when the data becomes a hindrance to clear decision-making. When decision paralysis hits, it's important to pause and take the time to understand what the data is saying. At Ag Leader, we recommend focusing on your personal comfort level and making small decisions that move the needle in the right direction. Growers who stop to listen to what the data is saying will discover opportunities to be more efficient, lower production costs and surpass yield barriers.

Follow these five tips to minimize the chance that decision paralysis will strike when you're reviewing information on your farm.

THINK INCREMENTALLY.

Don't try to revolutionize your farm all at once. Take small steps and consider the "five percent rule," which means to look for changes that improve one aspect of your operation by a five percent margin. Focus on improving your position on the big four: seed, chemical, fertilizer and machinery.

GET IT ALL IN ONE PLACE.

With data, more consolidation is better. Combine as much as you can into one tool or platform.

ASSEMBLE THE RIGHT TEAM.

Your agronomists, input providers and other team members - as well as the tools you use - are critical to success in overcoming potential decision paralysis. Work with an adviser or a brand that you trust.

DON'T LOOK FOR A SILVER BULLET.

No hardware, app or software program will be perfect. The best tool or app is the one that you will use.

STAY PURPOSE-DRIVEN.

While the allure of the latest and greatest technology may be strong, it's important to build your precision ag toolkit with a goal in mind. Choose a specific area of your operation that you want to improve by analyzing your farm data. Then measure success based on your progress toward that goal.

ORESIGHTS

THE RISE OF DECISION AGRICULTURE

From hybrid selection to planter adjustments, farmers frequently make management decisions that impact their bottom line. As margins tighten due to low crop prices, the importance of good decisions grows. To be successful, farmers need to use all of the tools at their disposal to make the best decisions in every part of their operation. The next horizon for precision agriculture lies in growers making informed decisions within the context of a growing season rather than at year's end.

Farmers' decision-making process is underway throughout the growing season as they observe what is happening in their fields. That's why it's important for maps and information to be accessible throughout the season on in-cab displays, smartphones and tablets. And, farmers don't make decisions alone, which is why sharing with trusted advisors is also important.

CONFIDENT DECISION-MAKING

The first step to confident decision-making is recognizing there is monetary value and an environmental impact in every decision you make for your crop. Then, use today's advanced precision technology to connect specific data points to create a strong basis of information supporting those decisions.

Using the right precision ag tools to build a foundation of accurate data is important because no good decision can be made using bad data. The four fundamental components that support agronomic decision making are reliability, availability, usability and accuracy. Not even the highest-powered tools will work if you don't have reliable data.

TODAY'S FARMERS ARE USING DATA TO MAKE DECISIONS. AGFINITI GIVES THEM ACCESS TO THEIR MAPS AND OTHER VALUABLE INFORMATION FROM ANY MACHINE, ANYTIME, ANYWHERE.

A DIFFERENT WAY TO FARM

Growers may have many farm information management platforms to choose from, but AgFiniti is unique because it has the power to change the way your operation functions. AgFiniti doesn't just allow you to store files and view maps, it also provides efficiencies by connecting machines across your entire operation. Farmers can easily access all the displays across their farms to check progress, share information or help troubleshoot issues. A manager of the farm has the ability to access on a smartphone or tablet what is happening in the cab of each machine in real-time.

Ag Leader®

BUILT ON LEGACY & EXPERTISE

NOT ACQUISITIONS.

SUPPORTED BY ONE INDEPENDENT COMPANY, NOT A CONGLOMERATE

With all of the mergers and acquisitions taking place in the agriculture community, farmers are often left wondering who will have access to their data. Not with Ag Leader. As an independently owned and operated company, we profit from our products – not your data. That means your data is protected by us – but owned and managed by you.

CHOOSE INDEPENDENCE.
VISIT CHOOSE.AGLEADER.COM