

SUMMER 2016

Ag Leader®

Insights

PRECISION FARMING MAGAZINE

ALL EYES ON
OptRx

5 TOOLS
FOR LIQUID
APPLICATION
SUCCESS

INTERNATIONAL
**MILKING IT IN
NEW ZEALAND**

**SUCCEEDING
WITH DIVERSITY**

Wilco
CRONER

IMPORTANT MESSAGE
Regarding your Insights
subscription
See page 4

CONTENTS

SUMMER 2016



6



8



14



16



18

AgFiniti 5

All Eyes on OptRx 6

Sidedress for Success 8

InCommand: The Display You Asked For 10

5 Tools for Liquid Application Success 12

Succeeding with Diversity 14

INTERNATIONAL:
Milking it in New Zealand 16

The Grapes of Math 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/

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™ 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.



SMART APPLICATION BENEFITS EVERYONE

If you read any of the headlines in the local newspapers, there's no doubt you've probably stumbled across at least a story or two about the ongoing struggle to balance the needs between farming and water quality. In our own state of Iowa, there's been a heated debate about the responsibilities farmers have in regards to fertilizers and chemicals getting into the waterways. To be honest, there is some truth to the argument.

I don't know of a single farmer who intends to pollute our drinking water. I also don't know of a single farmer who wouldn't prefer to maximize their operation's profitability.

Some people and some of the media would like you to believe that you have to choose between higher yield or clean water. That's just not true. In fact, with the

application technology available today, it is easier than ever to maximize yield and minimize the impact to water quality at the same time. Our job in the agriculture industry is to demonstrate how this can be done — without unnecessary lawsuits or government intervention.

We like to think we're doing our job at Ag Leader. As you plan your application strategies this year, consider integrating technologies that can both help improve your bottom line and the waterways that we all share. Technologies like variable rate controllers, crop sensors, automatic boom section shutoffs, boom height controllers and autosteer can help eliminate overlap, overapplication and match your crop needs to the inputs you are applying.

Smart application is all about the four R's: Right source (matching crop needs

and fertilizer type), right rate (matching amounts of fertilizer to crop needs), right time (providing crop nutrients at the time when the crop is most in need) and right place (keeping nutrients where crops can use them). By using technology and smart planning, all of us can make a huge difference.

And, as always, a visit with your local Ag Leader dealer can help you match the right product to your operation.

Al Myers
Al Myers



Insights *Goes Digital!*

RENEW YOUR SUBSCRIPTION TODAY!

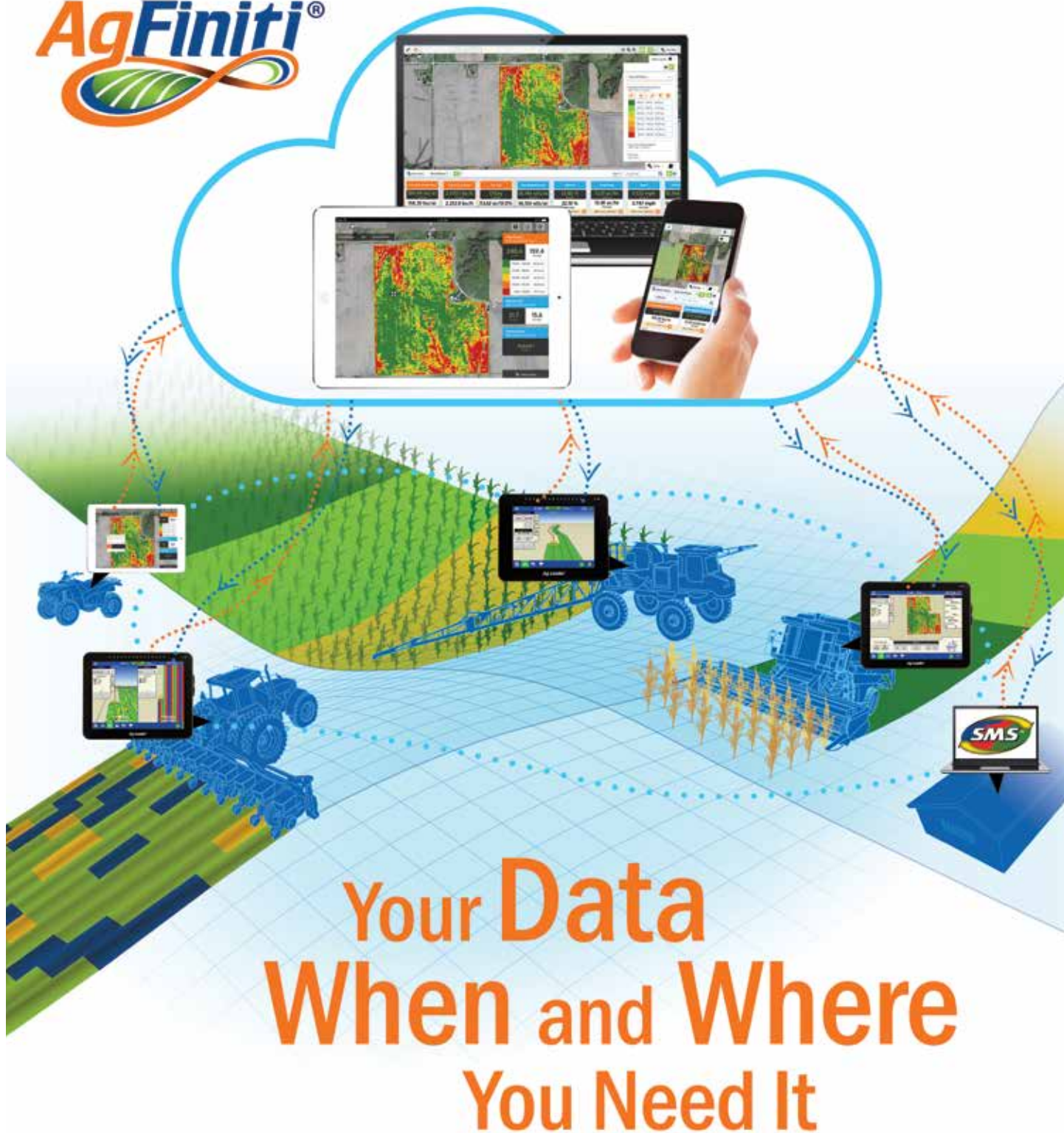


STEP INTO THE 21ST CENTURY. GO GREEN. REDUCE PAPER CLUTTER.

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.





Your Data When and Where You Need It

You couldn't run a successful farm without a tractor, seed or ground on which to grow your crops. In the same respect, it's hard to run the most efficient farm without the latest technology to increase your ability to make on-the-go decisions. With this in mind, AgFiniti

was developed to put your data at your fingertips no matter where you're located. Seamlessly access your maps and reports from any mobile device without having to learn a dedicated farm management software. Your maps and reports are available with or without an Internet

connection and without any complicated steps. Simply open the AgFiniti cloud based portal or the AgFiniti Mobile app to have access to your information. AgFiniti: Your data, when and where you need it. Visit agleader.com/products/agfiniti to learn more. ■

Use AgFiniti® in conjunction with SMS™ Desktop Software to view your data from multiple brands of precision ag displays, such as AgLeader Technology®, CNH®, John Deere™, Precision Planting®, Trimble®, among others.

Ag Leader®

All Eyes on OptRx



The use of crop sensing technology to topdress grains or sidedress production ag crops is an increasingly popular technique for growers looking to increase plant health and yield potential.

OptRx Crop Sensors from Ag Leader measure the nitrogen needs of crops and provide application rate recommendations in real-time to help growers optimize inputs and ultimately maximize profit margins.



Benefits of OptRx

Under-fertilizing crops can lead to significant losses in yield. At the same time, for wheat, barley and other grass crops, over-fertilizing can lead to lodging which can cost a grower up to 60 percent of their total yield.

The key is to get liquid nitrogen to the plant before its yield determination. Unfortunately, by the time plants show stress that's visible to the human eye, the crop's yield potential has been reduced. That's where the true benefit of the OptRx system becomes apparent.

Key benefits include:

- Reduces application of nitrogen in nitrogen-rich areas
- Increases yield potential in nitrogen-poor areas of the field
- Instantly and automatically creates an NDVI or NDRE map
- Compensates for irregularities in crop available nitrogen due to changes in organic matter
- Improved yield potential for crops harmed by denitrification due to poor drainage
- Applies optimum nitrogen rates to maximize yields while limiting money wasted on over-application





Over-fertilizing can lead to lodging which can cost a grower up to 60 percent of total yield.



How OptRx Works

OptRx Crop Sensors, which are installed across the application boom, emit their own light source and measure crop vigor based on plant mass and light reflectivity readings.

Using a Vegetation Index (VI) — a value that compares the vigor of crops to show the variability of plant health across a field — DirectCommand applies nitrogen at variable rates on-the-go based on real-time crop readings. ■

WHEN TO USE OPTRx

CORN

For optimum results, nitrogen should be sidedressed after V5 using a high-clearance nitrogen toolbar or high-clearance sprayer equipped with drop hoses.

WHEAT

The ideal application window for topdressing wheat is when the crop is between tillering and stem elongation growth stages. Any equipment capable of topdressing the crop will work.

Paul Boyle can remember a time when sidedressing corn was relatively common. Growing up he remembers his dad sidedressing on the family farm. Other farmers in the area did it, too. Then things changed.

“As farms got bigger, farming practices changed and people went away from sidedressing because of the extra time it takes to do it,” said Boyle, who farms near Correctionville, Iowa, and also sells precision ag products through his company, Boyle Precision Agriculture.

Sidedressing has become, in his opinion, somewhat of a novel management practice, which Boyle can't quite understand. As a farmer and business owner, he knows money talks, and he said there's a lot of money farmers are leaving on the table when it comes to fertilizer application.

“But if you're willing to invest a little up front to get the right equipment, like the OptRx for instance, and you're not afraid to go out in the summer and work a few days, you'll see the ends justify the means.”

— Paul Boyle

“Some fertilizer companies tell you that you should put as much fertilizer on as you can,” Boyle said. “And farmers mostly take the four-by-four approach: four weeks in the spring, four weeks in the fall. But people don't eat for four weeks and live the rest of

Sidedress for



Success



the year off it, nor do livestock. So why do we treat our crops that way?"

Boyle does, however, understand the reasoning behind this approach. Many farmers, he said, prefer to get their fertilizer application done all at once so they don't have to worry about it for a while. But he sees a major flaw to this approach.

"When do you see most of the fertilizer going on?" Boyle said. "Either early spring or late fall. When do we see most of our rain? Throughout all of spring. Well, you can't expect the fertilizer to stay on the field, especially if you get a good three to four inches of rain. When this happens nitrates will run off, which impacts your margins as well as the environment and water quality."

On his own farm, Boyle applies 80 pounds per acre up front, and then comes back in the summer and sidedresses another 40 or so pounds of Urea dry fertilizer. Using an Ag Leader display and OptRx Crop Sensors allows him to apply only what the plants need, helping to boost his margins.

"In the spring, the price of nitrogen is a lot higher than it is in the summer," Boyle said. "So not only are we putting less of it on, but we're purchasing it at a far better price. So we're saving quite a bit of money on nitrogen costs. When you tally up the savings on inputs, your precision tools will pay for themselves. The math is really easy."

And yet, last year none of Boyle's customers were doing sidedressing. This past year, he shared with them how he went about variable rate application and sidedressing. For Boyle, sidedressing helped balance the cost of inputs and enabled him to meet his increased yield goals. After considering the potential saving themselves, four customers made the switch this year, and Boyle believes it's only a matter of time before sidedressing becomes the norm on most farming operations.

"The main drawback to sidedressing is that it's one more management thing to do," Boyle said. "Some guys prefer to spray and plant in the spring and not have to go out to the field again until harvest. That's fine if it works on their farm. "But if you're willing to invest a little up front to get the right equipment, like the OptRx for instance, and you're not afraid to go out in the summer and work a few days, you'll see the ends justify the means." ■



InCommand: The Display You Asked For



Built on Ag Leader's industry leading display technology, this new family of displays provides total machine control plus real-time information to simplify crucial decisions impacting yield and profitability. InCommand is the all-in-one display that you asked for.



There are two ways to innovate: You can develop products you *think* your customers will want in the future, or develop products you *know* your customers want right now.

At Ag Leader, we take pride in innovating precision ag tools that enable our customers to become more efficient and profitable. Some of these tools are so ahead of the game that growers don't immediately recognize the value until they learn more about the performance advantages.

For instance, OptRx sensors, which sense nitrogen needs and vary the nitrogen rate on the go, have been on the market for some time, but have just recently gained acceptance in the grower community.

The response to the Ag Leader InCommand displays — comprised of the InCommand 1200 and InCommand 800 — has been the complete opposite. Significant market research went into the development process for the InCommand. In fact, the voice of customer was the driving force behind several of the features and display enhancements.

Built on Ag Leader's industry leading display technology, this new family of displays provides total machine control plus real-time information to simplify crucial decisions impacting yield and profitability. InCommand is the all-in-one display that you asked for.

Here's how the Ag Leader InCommand delivers on the requests we've received from growers and dealers over the past few years.

The voice of customer was the driving force behind several of the features and display enhancements.

Simplified Data Transfer

Challenge: We heard time and time again how cumbersome it was for growers to transfer data from their dedicated displays to their home computers and tablets.

Solution: InCommand displays can be paired with the AgFiniti Mobile app, which is free to download from the Apple App store. Growers can seamlessly take their maps with them on their iPad at the end of the day (no USB or WiFi required) allowing for quick and convenient decision-making on the go. Using the app, growers send data to AgFiniti, allowing them to access data anywhere, any time.

View Two Maps at One Time

Challenge: Display functionality has continued to advance, but nobody addressed the frustration of having to toggle back and forth to see multiple screens. What growers said they wanted was the ability to view two different maps at the same time.

Solution: The split screen feature (available on InCommand 1200) shows you multiple pieces of information at the same time. View your current pass in relation to the entire field. See Universal Terminal information at the same time you are viewing your map screen. All without having to flip between menus and screens.

What's more, row-by-row mapping provides a detailed view of current and historical row performance. View row-by-row activity on a single display (row-by-row population with guidance on the map), be alerted to planter performance issues



are using iPads and smartphones to manage their farming operation. The fragility of iPads and tablet-like displays, however, is a concern for growers who fear that dropping and breaking a tablet could result in a loss of data.

Solution: InCommand combines a modern, sleek design with tablet-like interaction. The touchscreen display allows you to pinch, pan and zoom just like on your

faster and avoid costly mistakes like poor singulation and spacing.

Tablet Touch Meets Farm Tough

Challenge: Mobile technology has emerged in the farming community as more growers

tablet. The magnesium alloy housing provides superior durability compared to displays with plastic cases.

Now You're InCommand

With the InCommand display and AgFiniti Mobile, you are in control of your entire operation at all times and in all seasons. Tablet-like interaction on a rugged dedicated display. Solutions-based features for seeing each row with precision detail. Instant data access on your iPad for scouting or meeting with your consultant to make seed or fertilizer decisions. InCommand is everything you asked for, plus more. ■

Interested in learning more about InCommand? Contact your local Ag Leader dealer today.



5 Tools for Liquid Application Success

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

There are five DirectCommand ISOBUS Liquid Control module tools that can help remedy many of these pressing topics.

1 Load-and-Go Versatility

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

2 Drift control

Diligent growers see value in being stewards of the land and abiding by the four R's (right source, right rate, right time, right place) of responsible stewardship. The DirectCommand ISOBUS Liquid module makes it easier with real-time monitoring of droplet size based on current system pressure with an easy-to-use interface and dynamic color-coded pressure gauge. Apply with accuracy, efficiency and landlord pleasing aesthetics.

Operators can simply follow the wizard-based tip management menu to get 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.

3 Complex Tank Mix Management

As application products become increasingly complicated, our tank mix menu was recreated to be simple to use yet detailed enough for today's tough regulations. Account for how you want to define tank mixes — by either product total amounts or by a mix defined by the amounts applied per acre.

Carrier (Wabco) 14.797 gal/hr	
<input checked="" type="checkbox"/> Attraction	2.00 gal/hr
<input type="checkbox"/> Conquest	0.00 gal/hr
<input checked="" type="checkbox"/> Crop Oil	4.00 gal/hr
<input checked="" type="checkbox"/> Lantana	22.00 gal/hr
Total	18.00 gal/hr





4

Droplet Size Monitoring with Pressure Fallback

With emerging weed resistance across the country, it is more crucial than ever to apply product correctly to maximize chemical efficacy. Monitoring the droplet size helps ensure proper plant coverage. For example, 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 helps ensure proper coverage in low flow scenarios. As an example, 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 the pressure sensor to accurately calculate the desired rate and ensure proper coverage.

5

Paperless Documentation

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

SmartReport

Simplify application reporting with an easy way to generate detailed reports for government recordkeeping then export SmartReports using AgFiniti for quick reporting and distribution through the email options within AgFiniti.

AgFiniti Mobile

Paired with AgFiniti Mobile, applicators can take their maps with them on their iPad 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 on the iPad to take with you to the field for scouting, reporting, application product purchasing and spot checks.





Succeeding with Diversity

A colorful farm in many ways, Kauer Farms in Amity, Oregon, has grown to a sizeable 4,500 acres with a distinct crop resume that reads like the menu of a trendy juice bar.

"Our main crops are grass, hazelnuts, garlic and blueberries," said third-generation farmer Kasey Kauer. "We live in a very fertile area. We can grow a lot of different crops. I would say that most farms (in the area) are grass, wheat and clover, but we're very diverse in our farming in comparison to our neighbors."

Garlic, hazelnuts and blueberries grow well in the Pacific Northwest. Garlic bulbs are planted in September through November. Cloves are checked in late June for maturity and then harvested. Mature hazelnut orchards can produce more than 4,000 pounds per acre and can remain productive for about 40 to 50 years if managed well and kept free of disease.

The blueberry fruiting season extends from late June through September, depending on the type of blueberry and cultivar. Like hazelnuts, blueberry bushes are perennial with a similar lifespan. The Kauer family also

grows clover, boysenberries, marionberries and more.

Ray Kauer started the family farm in the late 1950s and then passed down the operation to his son, Dave, who currently farms the land with help from his sons Kasey and Blake. With so much land to care for, and a wide variety of crops requiring unique growing methods, the family started looking for ways to become more efficient.

"We got all these big quad tracks and big diesel-sucking tractors in the late 1990s," Kasey explained. "We were working with our

dealer, Ag West Supply, and they were saying, 'Hey you need to put in an auto steer. Just spend the \$2,000 or \$1,000 on the system and it will save you that much on diesel fuel alone.'"

At first Dave, who's a traditionalist by nature, was reluctant to adopt new technologies. After some convincing from Kasey and Blake, however, he gave them the green light to purchase their first auto steer system, which had an immediate impact on the operation.

"Instantly we started saving on diesel, just by staying on true lines," Kasey explained. "So then that got us thinking, 'Hey, we need to get more (precision ag technology).' Now pretty much every tractor has auto steer for working ground or planting. Our little blueberry sprayers and hazelnut sprayers all have some sort of flow control for regulating chemicals. We really automated pretty much everything that we're doing, but we still have a few things that [are not automated] we're slowly gearing up for."

According to Kasey, Kauer Farms is not only diverse in crops but also in its use of equipment brands. Among the trees and fruits you will find Great Plains and John Deere green, Case red, Cat yellow and more.



This sprayer is custom built by Ag Leader dealer, Grauer Repair. All custom built units are sold with Ag Leader steering and rate control.

"Like I've said, I've run them all, and I would say Ag Leader, for me, is the easiest," Kasey said. "Can't wait to see what they do next."

— Kasey Kauer

I will say I've run pretty much every GPS system known to man and I like Ag Leader. It's the easiest and the simplest for me."

According to Kasey, a former Raven user, the switch was also prompted because they needed more technology support.

"Like I've said, I've run them all, and I would say Ag Leader, for me, is the easiest," Kasey said. "Can't wait to see what they do next." ■



"We have all sorts of equipment," Kasey said. "Whatever fits the profile, we'll buy. We don't really have a brand preference. We really try to have as up-to-date equipment as we can, no matter what color it is."

It was because of this mash up of machinery that Kauer Farms made the switch to Ag Leader Technology a year ago.

"I have four pieces of machinery that are all interchangeable with the Ag Leader Versa," Kasey said. "From fertilizing to spraying to planting, I wanted (GPS technology) all interchangeable and easily taught to people.

"I couldn't get from Raven the tech support and the hands on (support) that I can get from Ag Leader," Kasey explained. "Between the support and ease of use — it was night and day. I really like it."

The new systems have also benefited the multicultural staff at Kauer Farms.

"We have a lot of Hispanic workers. We can switch it to Spanish and they feel really confident with it," Kasey said. "It was just really easy and I like that for teaching."

Kauer Farm Crops

4,500 total acres

Main Crops:

- Grass – 3,000 acres
- Hazelnuts – 500 acres
- Garlic – 200 acres
- Blueberries – 100 acres

Additional Crops:

- Clover
- Boysenberries
- Marionberries



MILKING IT IN NEW ZEALAND

Dairy Holdings Limited of South Island, New Zealand is priming up for a big 2015-2016 season. Then again, every year is a big year for this group, which operates 58 dairy units on 34,000 acres (13,800 hectares), milking 46,000 cows to produce 35.8 million pounds (16.26 million kilograms) of milk. Give or take a splash or two.

In addition to its dairy farming operation, Dairy Holdings through its wholly owned subsidiary, Livestock Holdings Ltd. operates 19 large-scale grazing and dry-stock properties in Springs Junction, Mid-Canterbury, Northern Southland and West Otago.

The dry-stock operations are responsible for the management and return of approximately 8,000 in-calf heifer replacements to the dairy units each year. The grazing blocks also provide dairy cow winter grazing and carry dairy service bulls and carryover cows as seasonal conditions allow.

The group also includes a contracting company set up to provide the Dairy Holdings farm in the central region of the South Island of New Zealand with a full range of agricultural contracting services, including tillage; planting, spraying and harvesting of crops; paddock (or "field" as it's known in the United States) re-grassing; and planting and harvesting winter stock feeds.

The fleet includes five tractors and two spray trucks, which were recently fitted with a new range of Ag Leader systems based on Versa displays with GPS 6500 Antenna and SteerCommand on the tractors, and Versa displays with AutoSwath and Liquid Control Module, as well as application control with DirectCommand on the spray trucks.

"(They) also take full advantage of AgFiniti and SMS Advanced to integrate their contracting operations with each farm's technology, including full paddock history, which enables them

to streamline data between each field and operation. This is obviously a huge benefit for an operation of this size and complexity," said Doug Amos, Sales Manager, Australia and New Zealand.

Being a supply firm to dairy farms, the crops are grown exclusively for what in New Zealand is referred to as dairy support. Because of the temperate climate, cows spend the entire year outside, and are fed during the winter off-season (mid-May to late July in the southern hemisphere) on dairy support units, which grow fodder, beet, kale, swedes and other winter crops.

Dairy Holdings is still relatively new to Ag Leader. The first systems were installed in November 2014, in time for the main summer harvest. The group of dairy farms and specialist support units relies heavily on technology to integrate and coordinate management functions across the group to optimize productivity and report not only best



management practices, but also to achieve compliance with New Zealand's stringent environmental standards.

The country is the world's leading dairy exporter, sending over 2.6 million tons of dairy products to world markets, compared with 2.4 million tons from all of Europe, 1.5 million tons from the United States and 511,000 tons from Australia.

Dairy farming represents about four percent of New Zealand's economy. With a population of just under one million, and a land area similar to that of California, New Zealand is home to 6.7 million dairy cows and 30 million sheep.

"Dairy exporting is a major contributor to New Zealand's GDP, and so food security, environmental compliance and high productivity are all critical to everyone in the industry, from small independent dairy farmers running single farms to corporate farmers like Dairy Holdings," said Colin Glass, CEO. "With so many variables to juggle all at once, it's imperative that we have technology that can keep up and help simplify all the information. Ag Leader systems have proven quite effective and we're excited about what it can do for Dairy Holdings moving forward." ■

AG LEADER PRODUCTS AT WORK FOR DAIRY HOLDINGS LTD

Farming 34,000 acres is much more manageable when using the right equipment and technology. Dairy Holdings LTD utilizes a variety of Ag Leader products to optimize inputs and maximize production across its entire operation.

- SteerCommand automated steering controller paired with GPS 6500 receiver gives them best-in-class integrated steering performance right down to the sub-inch.
- DirectCommand simplifies the application management process, providing reliable application rate control to minimize waste.
- The Versa display with AutoSwath and Liquid Control Module helps them manage both field data collection and implement control duties.

The Grapes of Math

Families have been enjoying the goodness of Welch's® 100 percent Grape Juice and original jams, jellies and spreads for more than a century. What makes these beloved products so delicious and unique is no great mystery; rather, the key ingredient is one of the worst kept secrets in the food industry: the Concord grape.

In West Field, New York, not far from Lake Erie, is a 200-acre vineyard called Betts Farms, where Robert Betts, along with his wife, Dawn, and son Thom, grow tons and tons of Concord grapes each year that are destined to become processed, bottled and sold under the Welch's label.

"When I had 40 to 50 acres, I knew every vine in my mind," said Robert, who finished his 39th harvest this fall. "Now that we have 200 acres, it's tough to keep track of it all. The mind just doesn't work that way. That's why it's exciting to have (precision farming) tools helping us track all the data and guide our decisions."

Thom brought NDVI imaging to Betts Farms four years ago, and two years later added a yield monitor to the grape harvester. The data is used to break the vineyard into high, medium and low vigor management zones, which pinpoints the areas where Robert needs to thin the vineyard.

In addition, Betts Farms is using an Ag Leader display and OptRx Crop Sensors to scan the plants for vigor and to perform variable rate fertilizer application. Although they have only had the system long enough to spray the vineyards twice, Thom and Robert have already realized how accurate and easy to use the system is.

"When we sprayed before, we'd just count the rows and do the ones we needed to. When you left the field to refill the sprayer, you'd write the row number down on a piece of paper and hope you didn't miss or double up a row," said Robert, who admits his wife just recently taught him how to use a smartphone.

"With (the Ag Leader system) I can see exactly where I'm going and never miss or double up a row. I've been amazed by how accurate it is."

Moving forward, Thom is planning to use the Ag Leader system to spray fungicide six times per year, giving him six maps that can be matched with yield maps, NDVI imagery and EC maps to create fertilizer prescriptions. As a conservationist vineyard where cover crops and other methods are used to help protect the soil that is so vital to the quality of the grapes, Thom and Robert are excited about the advantages to variable rate application.

"My goal is to make a more unified vineyard where we can spend less money on fertilizer and still get the yield we need," Thom said. "Variable rate will let us spray fertilizer only where it's needed, which helps protect the soil and environment, while still producing juicy, delicious grapes." ■



A Concord grape Vineyard in West Field, New York

"My goal is to make a more unified vineyard where we can spend less money on fertilizer and still get the yield we need."

— Thom Betts



THE INNOVATION UPDATE

TAKE ADVANTAGE OF CUSTOMER TRAINING OPPORTUNITIES

Precision farming is an investment in the future. It reduces input costs, saves time, improves decision-making and increases profitability. Making the right investment takes expertise. The world of precision farming — and its benefits — is changing so quickly growers cannot afford to stop learning.

From online webinars and tutorials to local dealer-hosted trainings offered all around the world, Ag Leader offers training and resources to help growers learn how to profit from precision farming technology.

See the course descriptions and register for sessions on the Training and Resources page of www.agleader.com



FEATURE UPDATES AVAILABLE FOR THE INCOMMAND LINE

The first firmware release for the recently launched InCommand display line is complete, and Ag Leader is already adding features to the new display platform. A few features for InCommand 1200 include:

- Split Screen Advanced Seed Monitoring
- Split Screen with Camera
- Demo Mode
- And more!



AGFINITI ESSENTIALS – A MUST-HAVE FOR YOUR OPERATION

We're excited to announce the latest advancement in the AgFiniti platform – AgFiniti Essentials.

Key features include:

- **Connect your entire operation.** Effortlessly combine all data from your operation in one place. Connect all displays (third party included) and devices seamlessly. Also combine maps and data from SMS.
- **Share with those you trust.** Share data between multiple Ag Leader displays. Collaborate, receive and share files with trusted advisors or between members of your operation, without ever leaving the field.
- **Generate maps in a snap.** Data from InCommand or legacy Ag Leader displays are automatically generated into map format within AgFiniti. View maps instantly on any device with a modern Internet browser – no dedicated desktop software required!
- **Get the App.** Access your data anywhere on your iPad with the AgFiniti mobile app. Also, use the remote support feature on your phone, tablet or computer!*

**Supported phones and tablets vary. See agfiniti.com for further details.*

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.



Tablet-like Touchscreen



Innovative Dual Map View



Row by Row Mapping



On-The-Go Data Management

Ag Leader®

www.agleader.com/InCommand