

**GROW YOUR  
RETURNS**

# FARMERS EDGE

❖ *Working alongside farmers since 2005*



**Grassroots**



**Real Boots  
on the Ground**



**Independent  
& Unbiased**

# Traditional Data Analytics





Hardware



Software



Agronomic  
Services



Technical  
Support



Data  
Science

# THE RIGHT DATA: CANPLUG



# EQUIPMENT MANAGER: FLEET MANAGEMENT

## Equipment Manager

MAP VIEW   IMPLEMENTS   CANPLUGS

### Performance Manager

JD 9770 #2

DETAIL   PATHS   SETTINGS   INFO   SUMMARY

**Count:** 12875.00  
**Average:** 3.41  
**Minimum:** 0.00  
**Maximum:** 15.76  
**STD Deviation:** 2.84

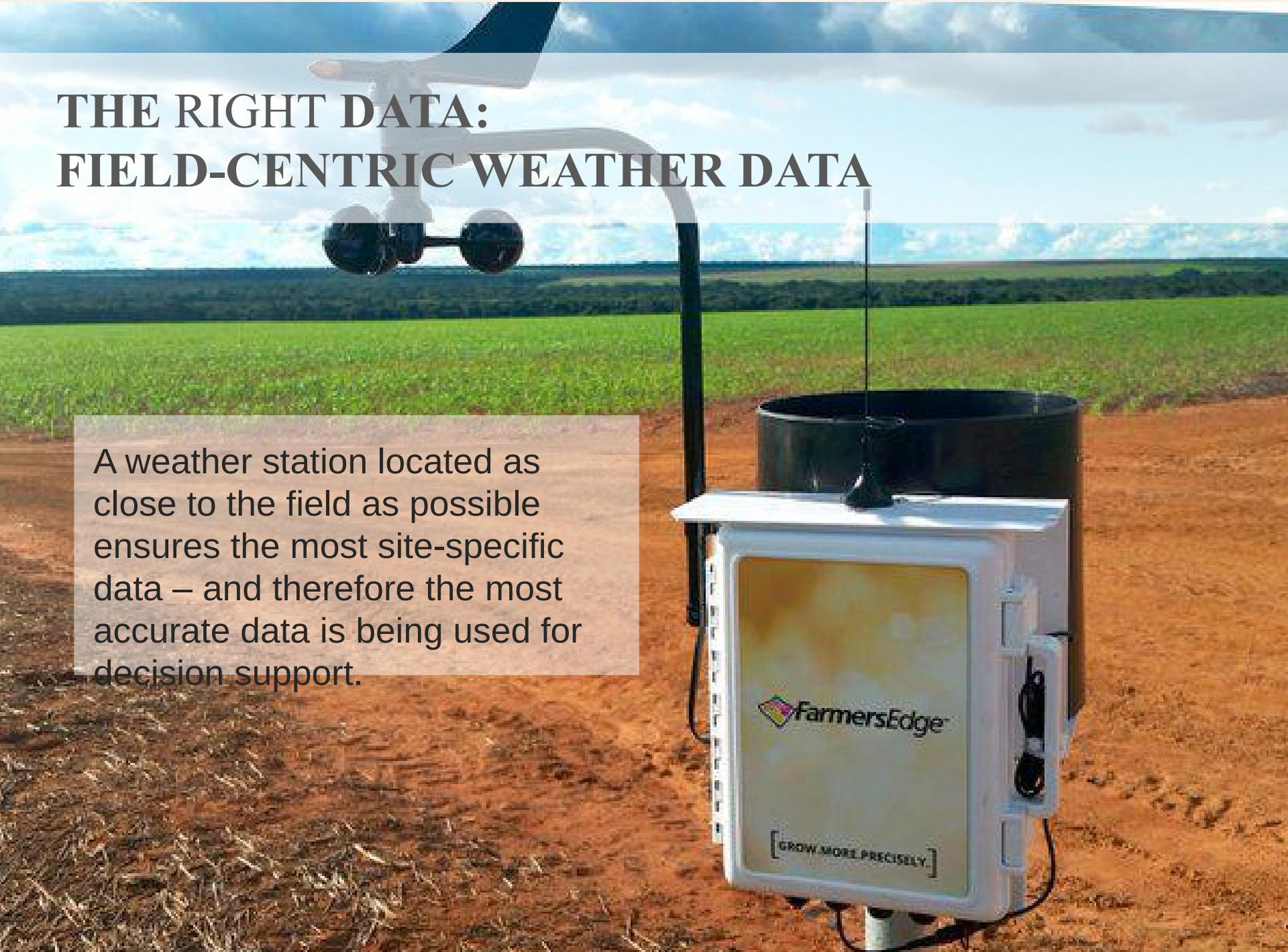
Grain Flow Bin (kg/s)	Frequency
0.00 - 1.52	~2900
1.52 - 3.04	~2600
3.04 - 4.56	~1800
4.56 - 6.08	~1300
6.08 - 7.60	~900
7.60 - 9.12	~600
9.12 - 10.64	~400
10.64 - 12.16	~200
12.16 - 13.68	~100

#### DETAIL   PATHS   SETTINGS   INFO   SUMMARY

**Type:** Harvester  
**Status:** Active  
**Date Last Updated:** Fri Oct 28 4:18 pm CDT  
**Year:** 2010  
**Battery Voltage (V):** 13.55  
**Engine Coolant Temperature (C):** 83.00  
**Engine Oil Pressure (kPa):** 464.00  
**Engine RPM:** 2101.00  
**Fuel Level (%):** 43.60  
**Grain Flow (kg/s):** 4.65  
**Grain Moisture (%):** 14.93  
**Instantaneous Liquid Fuel Usage (L/hour):** 93.05  
**Navigation Based Vehicle Speed (miles/hour):** 4.02  
**Percent Load At Current RPM:** 89.00  
**Wheel Based Speed (miles/hour):** 4.10

[RETURN TO FARM](#)

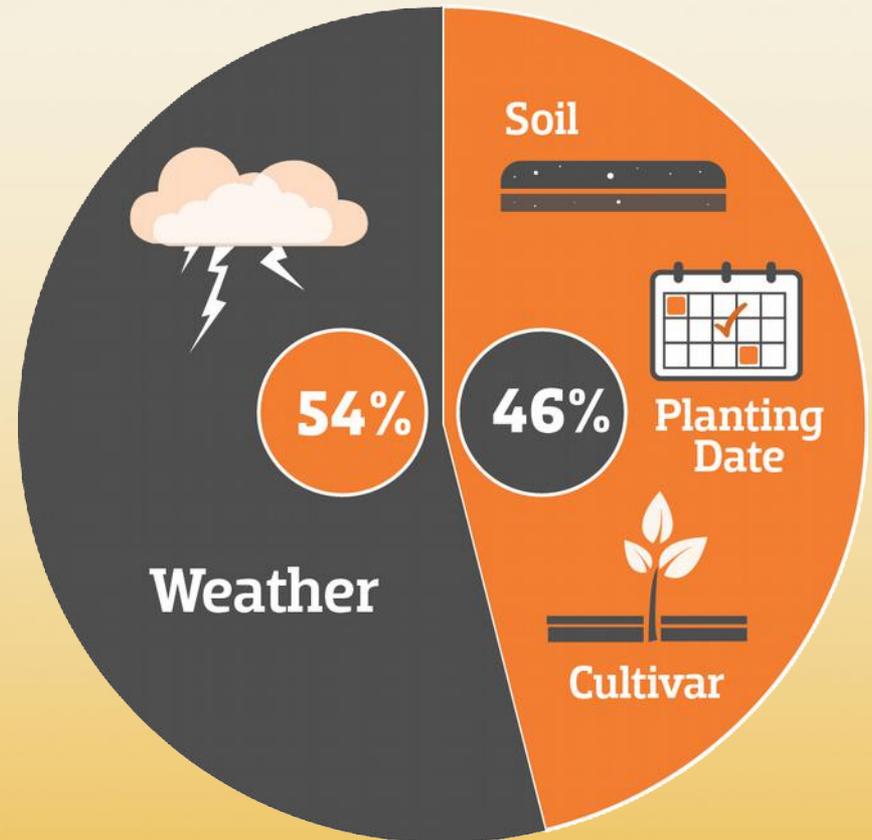
# THE RIGHT DATA: FIELD-CENTRIC WEATHER DATA

A weather station is positioned in a field. The station consists of a black vertical pole with a white weather vane at the top. Below the pole is a black cylindrical rain gauge. At the base of the pole is a white rectangular control box with a yellowish-tan panel. The box has the 'FarmersEdge' logo and the slogan '[GROW MORE PRECISELY]' printed on it. The station is situated on a patch of reddish-brown soil next to a green field under a blue sky with scattered clouds.

A weather station located as close to the field as possible ensures the most site-specific data – and therefore the most accurate data is being used for decision support.

# CORN YIELD VARIABILITY

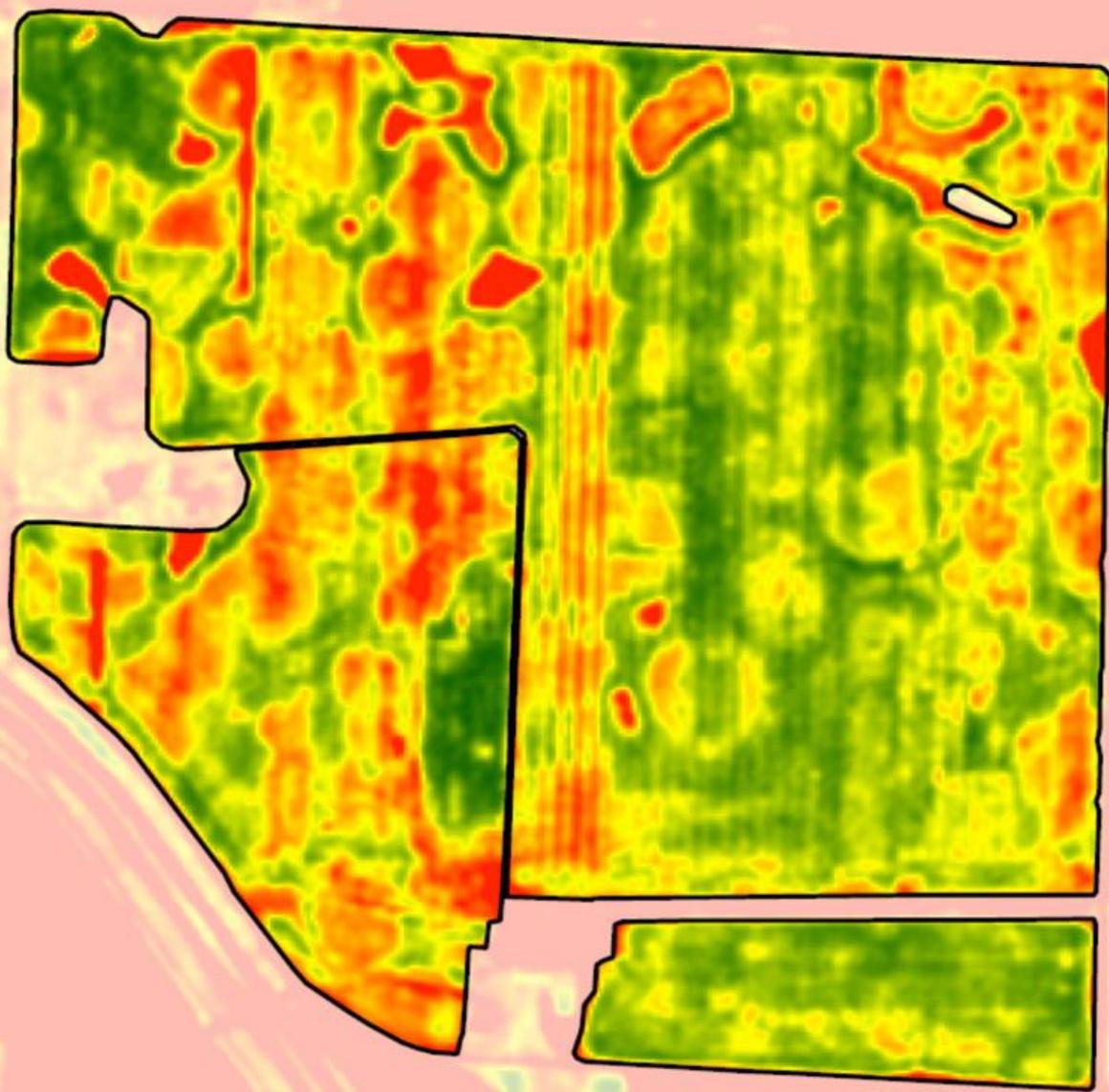
- Over half of corn yield variability can be explained by weather variability (*Dzotsi, 2012*).
- Some estimates are as high as 80% (*Hoogenboom, 2000*)



Dzotsi, K.A. 2012. Rainfall Variability Effects on Aggregate Crop Model Predictions PhD Dissertation, University of Florida

Hoogenboom, G. 2000. Contribution of agrometeorology to the simulation of crop production and its applications. 103: 137-157.

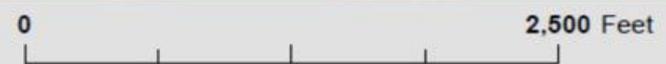
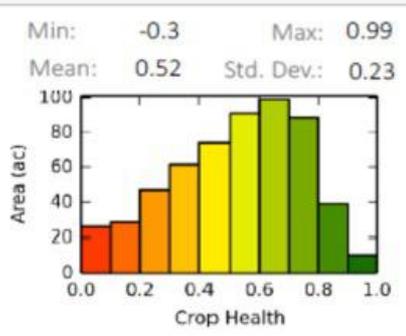
Client:  
Farm:  
Field:  
Legal:



► Crop Health Assessment

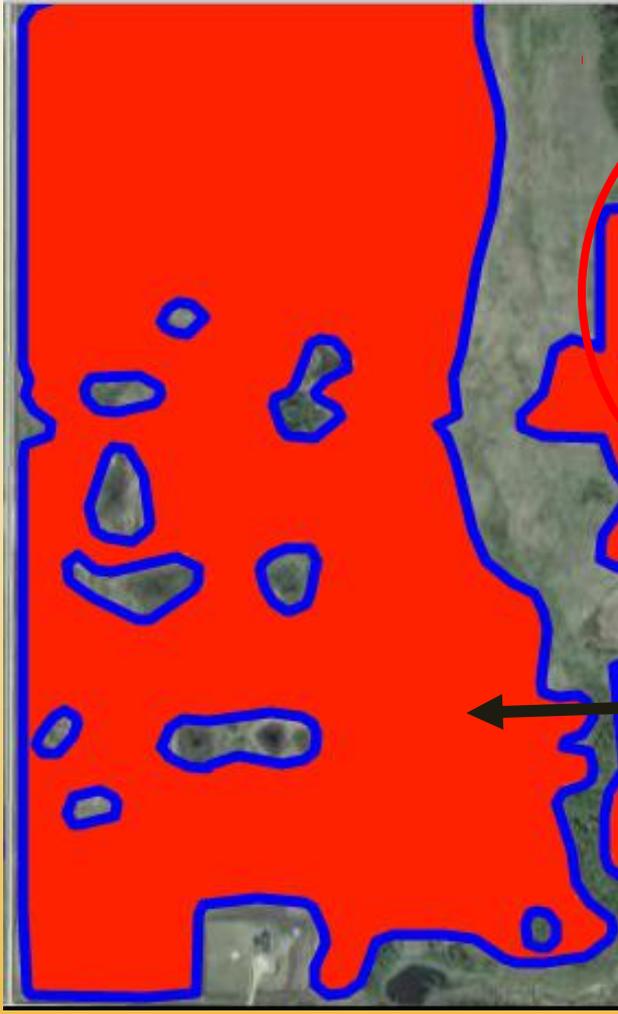
Crop: N/A  
Seeding Date: N/A  
Field Area (ac): 564.1  
Crop Health Index:  
Healthy Vegetation Poor Vegetation  
Image Date: 2015-05-31  
Image Source: RapidEye  
Image Resolution: 5 meters

► Field Variability Index:

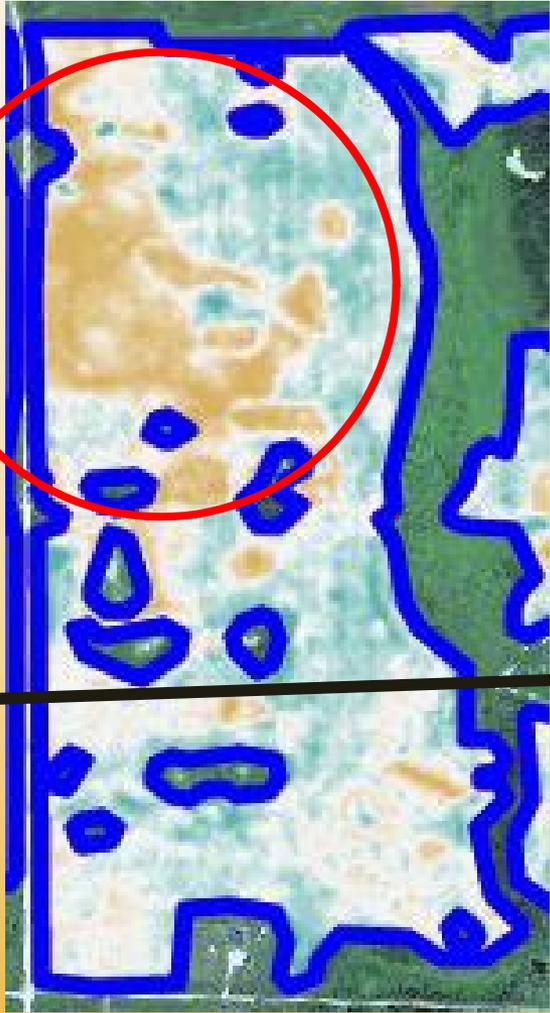


# FIELD VARIABILITY MAP

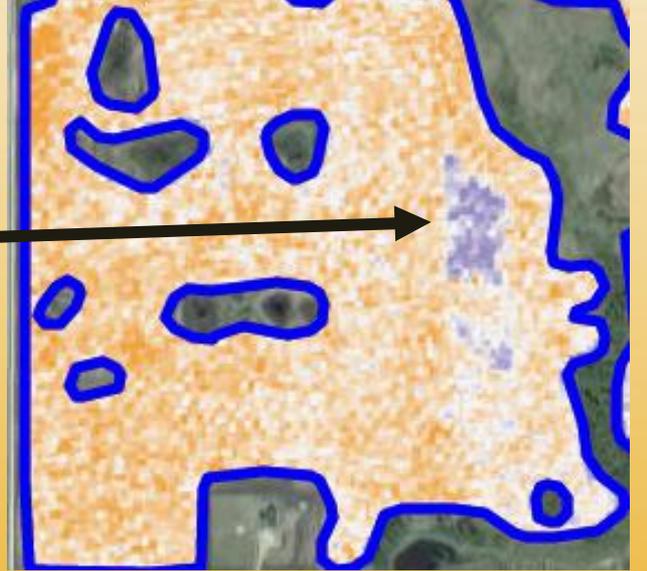
**NEW**  
for 2017



PRECISION HEALTH MAP



FIELD VARIABILITY MAP 1



FIELD VARIABILITY MAP 2

# ZONE SOIL SAMPLING

Вставка рисунка



## Zone Sampled Field

7 Sample Results Returned from Pre-built zones

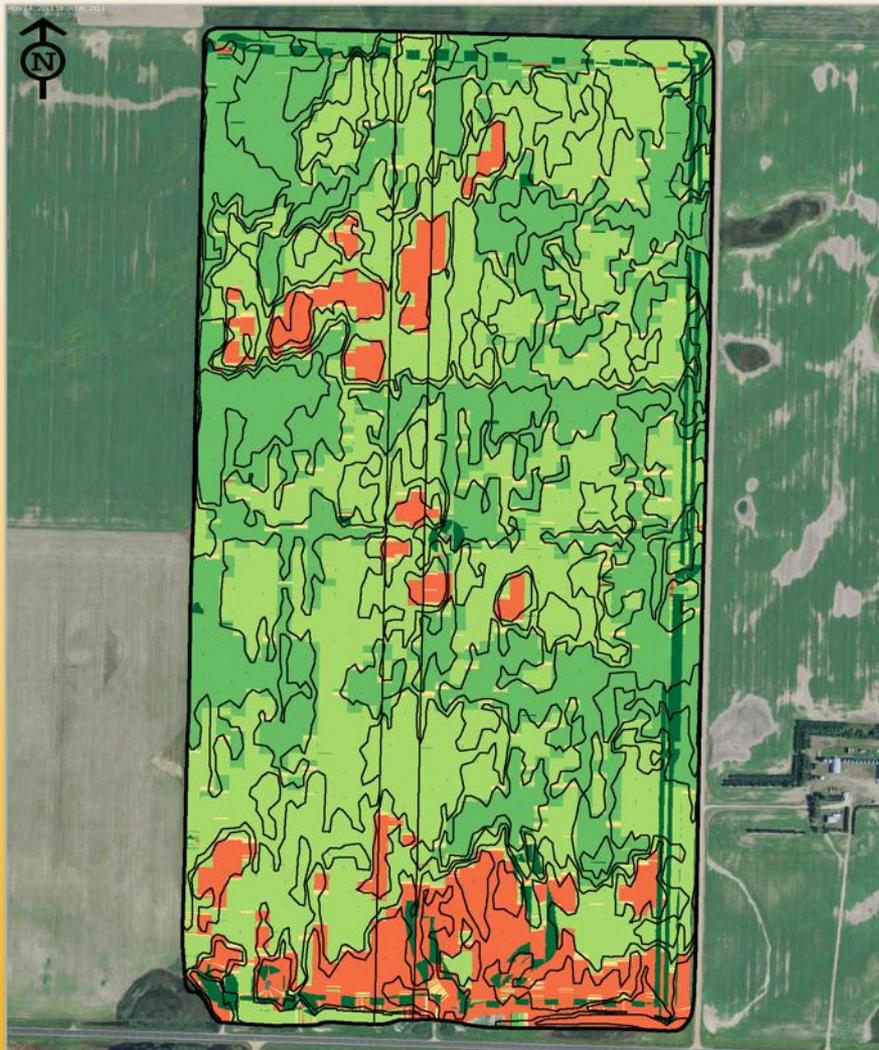
Reps produced based on soil test

Production Zone	Zone Acres
1	12.3
2	24.3
3	36.2
4	51.8
5	46.9
6	28.3
7	20.3

# AS APPLIED - SEEDING

 **FarmersEdge™**

▶ AS-APPLIED MAP brigade



Client:  
 Farm:  
 Field:  
 Legal:  
 Date:

▶ Product Amount

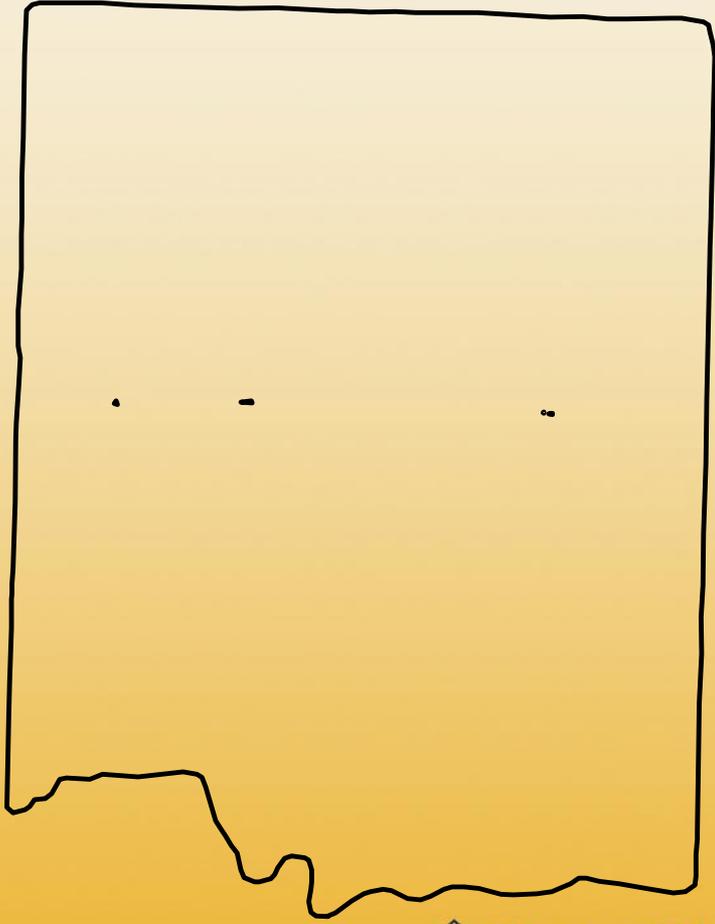
(lbs or gal / ac)	(acres)
 <= 113.4	34.1
 113.4 - 124.8	7.1
 124.8 - 130.5	138
 130.5 - 141.8	107.8
 > 141.8	14

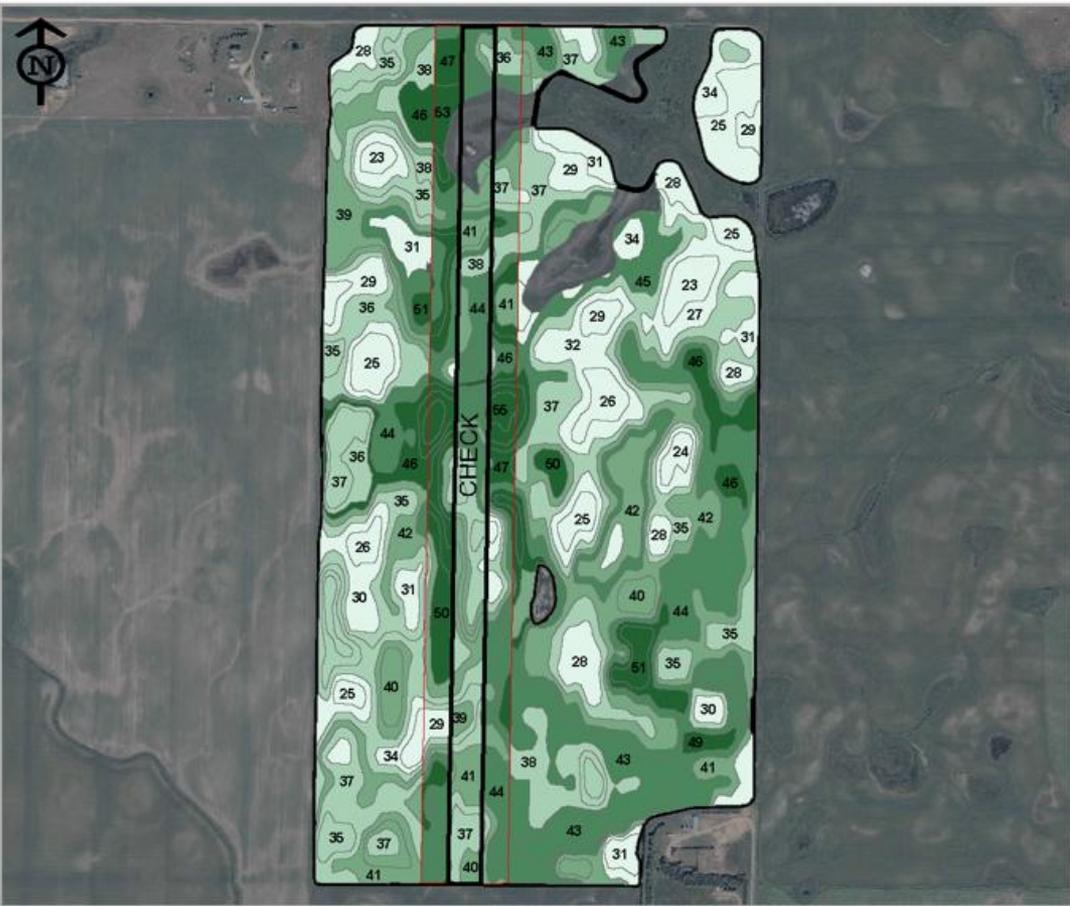
Operation:	Seeding
Crop:	Wheat (CWAD)
Product:	brigade
Field Area (ac):	314.0
Coverage Area (ac):	300.9
Overlap Area (%):	5.4
Yield Target (bu/ac):	49.7
Total App. (lbs or gal):	40,285.3
Productivity (ac/hr):	N/A
Working Time (hr):	N/A
Avg. Speed (mph):	N/A



▶ Overlap Count:

 1	 2	 3+
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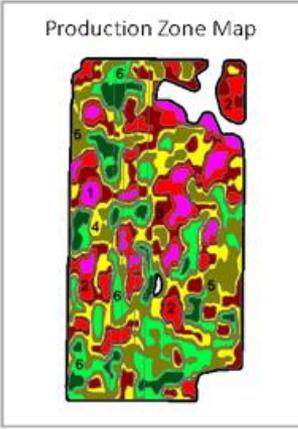
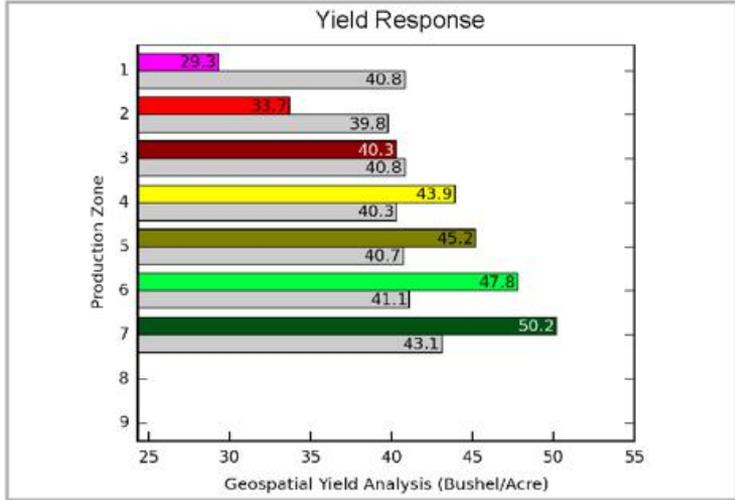
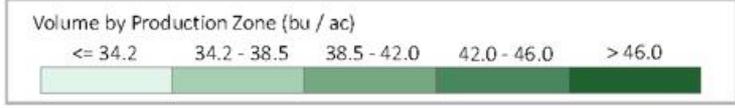




**FarmersEdge™**  
**PRECISION PROFIT MAP™ - VARIABLE RATE**

Client:  
 Farm:  
 Field:  
 Legal:  
 Date:

Element	Fertilizer Type	\$/tonne or US gal.
N	46-0-0	\$475
P	11-52-0	\$709
K	0-0-60	\$485
S	0-0-0-90	\$0



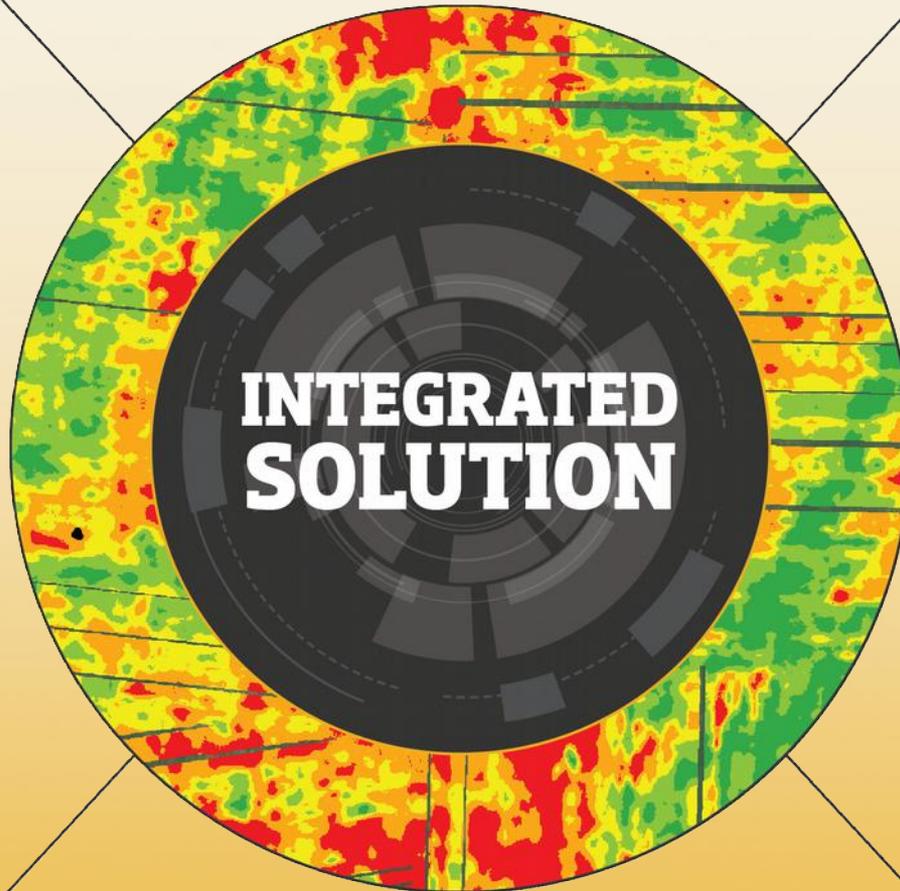
Production Zone	Zone Acres	Variable Rate Input (lb/ac) N - P - K - S	Fertilizer Cost (\$/ac)	VR cost per Bu	Conv. cost per Bu	Variable Rate Advantage (\$/ac)
1	15.8	20-20.8-6-0	\$22.37	\$0.76	\$0.97	-\$98.11
2	38.1	20-20.8-6-0	\$22.37	\$0.66	\$1.00	-\$43.71
3	56.6	35-20.8-6-0	\$29.40	\$0.73	\$0.97	\$5.64
4	58.3	60-20.8-6-0	\$41.11	\$0.94	\$0.99	\$34.97
5	61.8	75-20.8-6-0	\$48.13	\$1.06	\$0.98	\$37.49
6	46.7	85-20.8-6-0	\$52.82	\$1.11	\$0.97	\$53.64
7	18.1	100-20.8-6-0	\$59.84	\$1.19	\$0.92	\$51.20
8	--	--	--	--	--	--
9	--	--	--	--	--	--
TOTAL / AVERAGE	295.4					\$25.24

	Fertilizer N - P - K - S	Avg. Fert. Cost (\$/ac)	Avg. Yield (bu/ac)
VR Strip(s)	70.4-20.8-6-0	\$45.98	45
Check Strip	57-20.8-6-0	\$39.71	40.5
VR Full Field	57-21-6-0	\$39.92	38.8

# THE PRECISION AGRICULTURE PLATFORM

THE **RIGHT** DATA

**DECISIONS** WITH **IMPACT**



**EASE** OF **USE**

MEASURABLE **RESULTS**

**THANK YOU**  
**FOR BEING ON THE EDGE**