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The manual recording process Marko describes is rapidly being replaced with just-in-time, precise electronic data collection for all aspects of the farm. Marko says that software like Farm Credit Canada’s Field Manager PRO is helping producers up their game when it comes to tracking information.

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PROFIT MAPPING: DOES ZONE MANAGEMENT PAY?

Yield may be King but it's profit that pays the bills.

"We must stop thinking about bushels per acre and start thinking about dollars per acre," says agronomist Mike Wilson. After working with zone management with Thompson's Limited for 12 years he suggests that zone mapping can help the bottom line, encouraging farmers to combine their crop marketing skills with zone mapping-based decisions.

Wilson told farmers at a recent Innovative Farmers of Ontario marketing workshop in Guelph that first, they need a plan. What are we trying to achieve?

Economically, farmers need to figure out their cost of production, their marketing strategy, and they need to figure out a target selling price. Wilson can then make agronomic recommendations based on the economic goals of the farm.

Agronomically, can we cut our input investment in nutrients, seed or crop protection without sacrificing yield? Or maybe we can increase yield by increasing inputs? Maybe we should be investing in the soil? Do we want stewardship options to get the farm performing better in different ways? "To do it truly right, we have to do them all, at the same time, in every field," said Wilson.

Basically, if we continue to farm based on our farm average we'll continue to get average results.

With straight rate applications, there are parts of the field where we're matching removal to yields but we also have areas where we're over applying, potentially affecting the environment. "We need to stop that," said Wilson, "and keep that money in our pocket." On the flip side, where the yield is very high, we're mining the soil. We're not adequately fertilizing for sustainability. Can we push harder there?

Zone mapping is more than just printing off yield numbers from the combine. Yield is king – we have to use it. But the actual data from the corn combine may swing from zero to 300 bushels. Realistically the average is 149, but now we start looking at zones differently. "Profitability doesn't come from higher yield alone. That's just one piece of the puzzle."

The zone map begins with basic topography, with three to six years of normalized yield on top of it. Typically the tops of the knolls are poor and the low ground is in really good shape. When you start looking at the data there's always a story in the background. You may see where a fence line and a tree line have been removed, or areas that have been treated differently showing different fertility.

You'll see zone maps where yellow shows average yield, red areas perform poorly, and light green and dark green are the highest yielding areas. For white mold fungicide application, for example, he will suggest to only spray the

green areas. That's it. He can also match fertilizer recommendations to yields in each zone.

There are some areas of the farm that swing drastically from year to year, maybe a wet spot that needs some tile, maybe a knoll that performs well in a wet year but burns up on a dry year where irrigation may be the best bet. Can we do those things? "Sometimes yes," said Wilson, "but not always realistically. So we begin to manage them differently, stop wasting our money if the yield potential is not there."

Once you have that variability measured you need to figure out what's causing it, starting with soil sampling. Where can we make a difference? Where we can save and where do we need to spend?

Sometimes it's just about investing in the future. From nearly 9,000 soil samples that Wilson sees go through Thompson's every year, he has noted that the trend of phosphorous and potassium levels dropping. We're not putting enough on to match removal rates. "We're not doing it right; we need to do a better job. We just came off five years of really good prices but the soil tests are showing that we've screwed up." When times are good we should have invested in the soil, not let it go backwards, so if we do get into two or three or four years of bad we can use that soil bank account to ride through.

We can increase our yield but we also have to maximize our input dollars where we can't increase yield. If it's a sand knoll, or a ridge, or an area that just can't produce more because of another limiting factor on the farm, then we need to manage that to the best of our ability and stop wasting our money there.

The bottom line is, does zone management pay? From his calculations, yes. When he compared variable rate treatment versus straight rate application he found a \$23 per acre savings in nitrogen, inputs and seed costs. Focusing on the fertilizer, matching it to the soil test levels, can gain \$8 per acre alone.

Where can we go with this? "Stop farming bushels per acre. We can't do that anymore," says Wilson. If nothing else, start collecting data today that you may need tomorrow. You will need at least three to five years of data to see trends and get full potential from new equipment.

"Profitability doesn't come from higher yields alone. We don't just make more bushels... we have to farm profit per acre and get as much out of every acre we can. A lot of technology is there; we're just not using it to our advantage."

Submitted by Karen Dallimore for Thompson's Limited



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per acre.”**

—Mike Wilson

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3

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CONFERENCE SCHEDULE

Tuesday, February 2, 2016

1:00pm - 6:00pm	Conference Registration	<i>Crystal Foyer</i>
2:00pm - 3:30pm	Opening Main Session	<i>Crystal Ballroom</i>
	<ul style="list-style-type: none"> Precision Agriculture In 2016 - Snapshot on What Farmers & Retailers Are Doing Success Stories of Precision Agriculture in Ontario 	
3:30pm - 4:00pm	Tradeshow Opens	<i>Atrium & Regency Ballroom</i>
	<ul style="list-style-type: none"> Coffee Break 	
4:00pm - 4:50pm	Breakout Presentations (4 concurrent session)	
	<ol style="list-style-type: none"> Precision Agriculture Agronomy Session Managing & Harvesting Your Farm Data Financing Agriculture Technologies Panel Variable Rate Fertility Overview 	<i>Crystal Ballroom</i> <i>Chelsea 1</i> <i>Chelsea 2</i> <i>Canterbury</i>
5:00pm - 6:00pm	Main Session	<i>Crystal Ballroom</i>
	Farm Data Management Building a Dream from the Ground Up ... Agri-Trend - Rob Saik, Founder & Global Business Development - Agri-Trend Trimble	
6:00pm - 9:00pm	Welcome Reception - Tradeshow - Social & Business Networking	<i>Atrium & Regency Ballroom</i>
	Conference delegates are encouraged to visit the tradeshow and network with Precision Ag experts, sponsors and socialize with other farmers. Cash bar and finger food will be served.	

Wednesday, February 3, 2016

6:30am	Conference Registration	<i>Crystal Foyer</i>
6:00am - 7:50am	Breakfast Tradeshow Opens	<i>Crystal Ballroom</i> <i>Atrium & Regency Ballroom</i>
7:00am - 7:50am	Early Bird Breakout Sessions	
	<ul style="list-style-type: none"> Precision Agriculture Technology Results - Soiloptix Greenseeker & More Introducing LaserAg - Revolutionary New Soil Testing System 	<i>Chelsea 1</i> <i>Chelsea 2</i>
8:00am - 9:15am	Opening Main Session	
	<ul style="list-style-type: none"> The Future & Potential of Technology in the Agriculture & Food Industry Why Innovation & Sustainability Strategies Are Critical to Your Farm & Business Success 	
9:15am - 10:30am	Precision Agronomy Panel & Research Panel Presentations	<i>Crystal Ballroom</i>
	<ul style="list-style-type: none"> Precision Technology Research, Managing Precision Agriculture Technologies Practical Farm Research Findings & Future Plans Agronomic Lessons from Profit Based Yield Analysis 	
10:30am - 11:00am	Tradeshow - Coffee Break	<i>Atrium & Regency Ballroom</i>
11:00am - 11:50pm	Breakout Presentations (5 concurrent session)	
	<ol style="list-style-type: none"> Unmanned Systems: UAVs, Images, Services & Regulations Farmer Software & Technology update Soil Management Findings & Technology Precision Technology & Software Update Variable Rate Seeding Trail, Fungicide Trail & Trial Best Practices 	<i>Chelsea 1</i> <i>Chelsea 2</i> <i>Regency A</i> <i>Canterbury Room</i> <i>Cambridge Room</i>
12:00pm - 12:30pm	Lunch	<i>Crystal Ballroom</i>
12:30pm - 1:30pm	Luncheon Keynote Presentation	<i>Crystal Ballroom</i>
	<ul style="list-style-type: none"> Innovation & Agriculture Business Outlook for 2016 	
1:30pm - 2:30pm	Farmer Panel	<i>Crystal Ballroom</i>
	<ul style="list-style-type: none"> Precision Agriculture Success & Lessons What Farmers Are Doing in Western Canada / USA 	
2:30pm - 3:00pm	Tradeshow - Coffee Break	<i>Atrium & Regency Ballroom</i>
3:00pm - 3:50pm	Breakout Presentations (5 concurrent session)	
	<ol style="list-style-type: none"> Overview of FarmersEdge Future of Agriculture Imagery & Satellite Services BASF Compass Software Introduction Full Season Nitrogen Management Solutions Zone Smart, Soil Mapping Management Zones & More 	<i>Chelsea 1</i> <i>Chelsea 2</i> <i>Regency A</i> <i>Canterbury Room</i> <i>Cambridge Room</i>
4:00pm - 4:30pm	Final Wrap Up Presentation	
	<ul style="list-style-type: none"> Joe Dales, Executive Vice President Farms.com Steve Redmond, Precision Agriculture Specialist, Hensall District Co-Operative 	

PRECISION AGRICULTURE CONFERENCE

& AG TECH SHOWCASE

February 2 - 3, 2016
Best Western Lamplighter
London, Ontario

FEATURING KEYNOTE SPEAKERS



LISA PRASSACK
Agri Food
Innovation Expert
& Data Strategy
Consultant



J.P. GERVAIS
Chief Agricultural
Economist, Farm
Credit Canada



ROBERT SAIK
Founder of The
Agri-Trend® Group
of Companies,
Professional
Agrologist and
Certified
Agricultural
Consultant



ARON GAMPEL
Vice President
& Deputy Chief
Economist,
Scotiabank



WADE BARNES
President & CEO,
Farmers Edge



KARON COWAN
Founder
- AgTech GIS



NOAH FREEMAN
Manager
Precision
Agriculture
Technologies,
AgReliant
Genetics



JASON WEBSTER
Innovation Lead,
Beck's Hybrids,



NEVIN MCDUGAL
General Manager,
Agronomy
Company of
Canada

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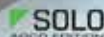


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The theme for this year's conference is "Turning Precision Agriculture's Potential into Profits" and it will be valuable to any farmers or agronomists that are interested in using new technologies to help improve productivity and yields.

The third Annual Precision AgTech Conference will be held Feb. 2 and 3, 2016 at the Best Western Lamplighter Inn in London, Ontario.

"The attendees from the past two sold-out events rated the conference as excellent and this year's roster of speakers is the best ever," says Joe Dales, Farms.com executive vice-president.

THE 2016 PRECISION AGRICULTURE CONFERENCE SPEAKERS INCLUDE:

LISA PRASSACK of Prassack Advisors will examine how technology such as sensors, software, big data analytics and more will be developed and rolled out so that the tools make sense to individual farmers.

JASON WEBSTER of Beck's Hybrids will share results from research efforts including multi-hybrid corn and multi-variety soybean planting.

ROB SAIK, founder of Agri-Trend, will share the story of building Agri-Trend, and the exciting future now that Agri-Trend has joined Trimble Agriculture.

PAUL SCHRIMPF of Precision Ag Magazine will share his knowledge and perspectives on the precision agriculture industry.

J.P. GERVAIS, chief agriculture economist at Farm Credit Canada, believes farmers need to innovate to improve productivity and competitiveness in the global marketplace.

JACQUES NAULT of Logiag will be introducing a revolutionary new soil-testing technology called LaserAg.

STEPHANIE SMITH, agronomist from 360 Yield Center, is passionate about maximizing crop yield potential.

STEVE REDMOND of Hensall District Cooperative is an early adopter of precision agriculture technologies and will share his research initiatives and results.

MIKE DUNCAN and team at Niagara College have developed a number of real-time solutions for farmers in the field, to increase productivity and competitiveness.

NOAH FREEMAN, Agri Reliant Genetics, will provide an overview of the new research and technologies being developed from the third-largest seed company in the U.S. (Pride Seeds in Canada).

PAUL RAYMER of Practical Precision will provide an update on the powerful SoilOptix technology, which is simplifying the soil-mapping process.



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