

ADVANCE YOUR WHOLE FARM *with*

ProFarm

by Farmers Cooperative



Wesley Hedges

Precision Ag Manager

Four years ago, a service-based program was developed to help farmers take advantage of the data generated from the precision ag technology on their equipment. The program was named the Whole Farm Program because of the focus on improving yield and efficiency on the whole farm by utilizing variable rate technology.

The farmers on this program have experience levels ranging from just learning how maps yield data to producers who have been utilizing precision ag technology for years. One of our first customers on this program was Bill Slater, who said, "When precision ag started, the goal was to make the poor ground better. Make the poor ground do what the best ground did. We found that we made the poor ground

do better, but we made the good ground do fantastic. Precision ag has taken us to a whole new level. We are increasing our yields, we are saving money on our seed, we are saving money on our fertility, and we are getting a better bottom line."

A primary component of this program is to help farmers put their yield data to work, by accounting for their fields' variability within each individual field. Dialing in on the sub acre spatial yield potential of each field, we essentially combine yield data and the farmers' knowledge of their fields into prescription maps. These maps allow machines to variable rate inputs across the fields. Prescriptions are primarily generated from yield data and farmer knowledge; however, they can also include other data layers, such as satellite imagery, soil test results and electric conductivity surveys.

After several years of using the name Whole Farm Program, we have decided to rebrand with the new name

ProFarm. We will continue to fine-tune the offerings within ProFarm as we lead the way in providing the latest and greatest precision ag technology. With ProFarm, we will continue to provide unlimited seeding and fertilizing prescriptions, planting and harvest books with yield analysis of products and satellite imagery. On-farm research of products, rates and placements is also included as it is being requested more and more by ProFarm customers. Exclusive ProFarm pricing is available on grid soil sampling, zone soil sampling and much more!

Contact your local agronomist or sales staff for more information on how you can get enrolled in ProFarm today!

