

# Delivering Precision Data Management Services: Obstacles & Opportunities

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Phil Moskal &  
Jed Bengston  
January 5-6, 2016



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# First Obstacle: To Manage Data You Have to Have Data!



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# That is Problem: Where does data come from?



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# Harsh Reality: Most Data Doesn't Make It!



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# Obstacle # 2: No historical foundation.



# What is the cornerstone?



**Yield Data is the most important block in the foundation**



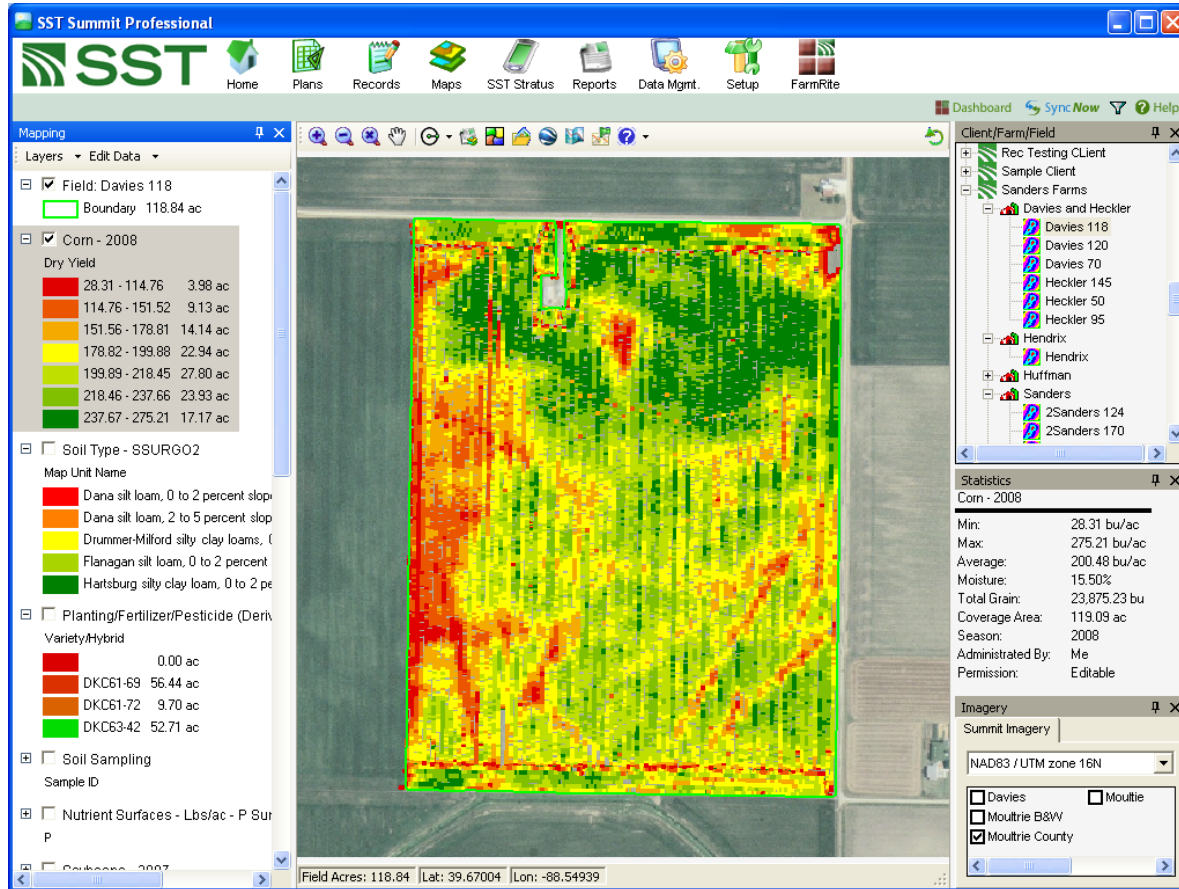
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# Why? It is your farm's final report card!

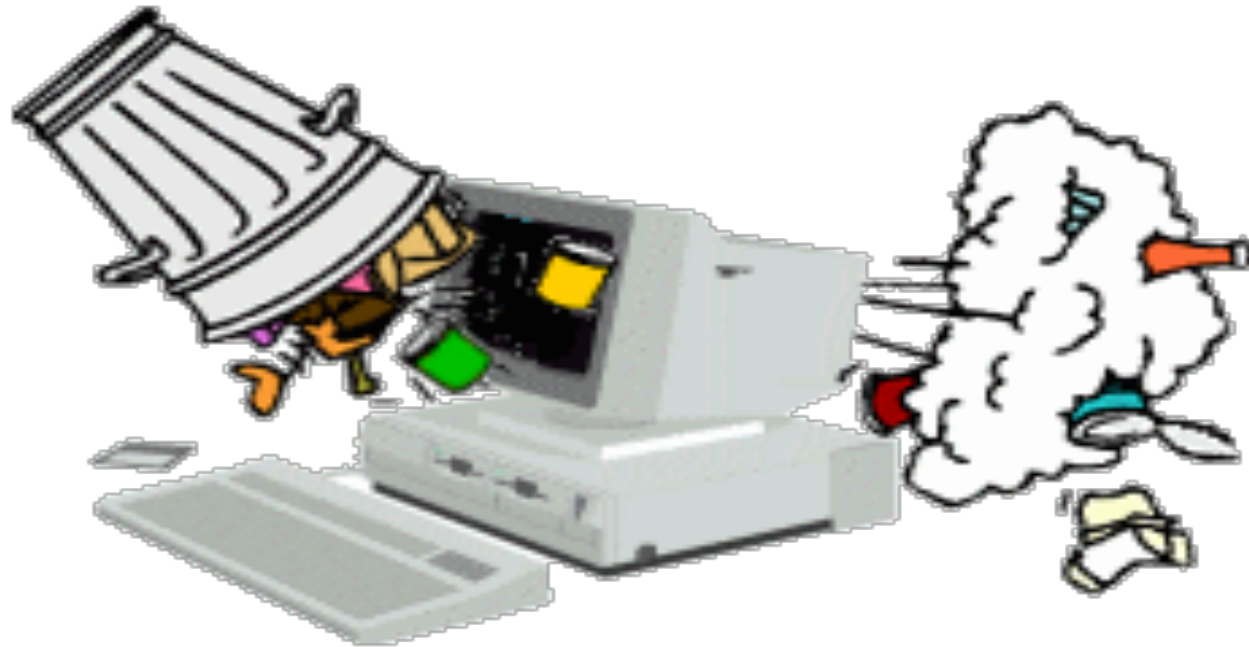


- Quantify and Compare
  - Within Fields
  - Across Fields
  - Across Regions
- Basis for many decisions
- Yield: The most valuable of all data.
- Collected annually.



# Obstacle #3: Most data is garbage

**Garbage In. Garbage Out!**

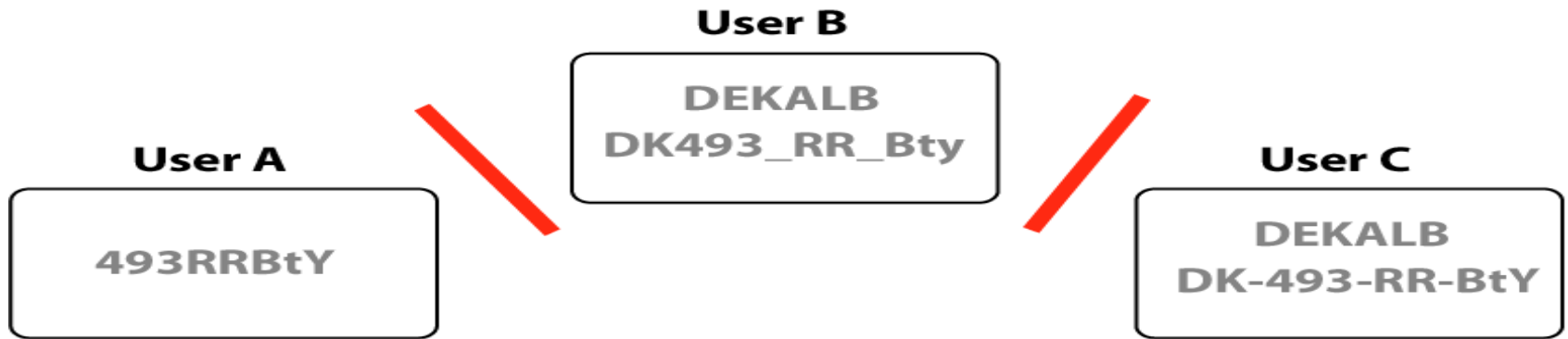


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# Real world example of precision garbage



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# Where are the opportunities?



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# Where Do I Begin?

Start Here



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# First Opportunity: Get to first base

With Precision Ag Data – You have to round first before making it home!

Don't expect to hit a home run with one swing of the bat!



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# Become a Precision Accountant

We turn that shoebox of precision data into information you can use!



Information that let's you get back to the business of running your farm not learning mapping software or chasing after data.



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# Producers want a precision house

All they have to show for it is a lot of precision rocks



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# Before you go to the field



- **Grower Name**
- **Farm Name**
- **Field Name**
- **GPS Field Boundary**
- **Standardized Variety Names**
- **Crop Protection Products**



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# Service #1: Monitor Prep



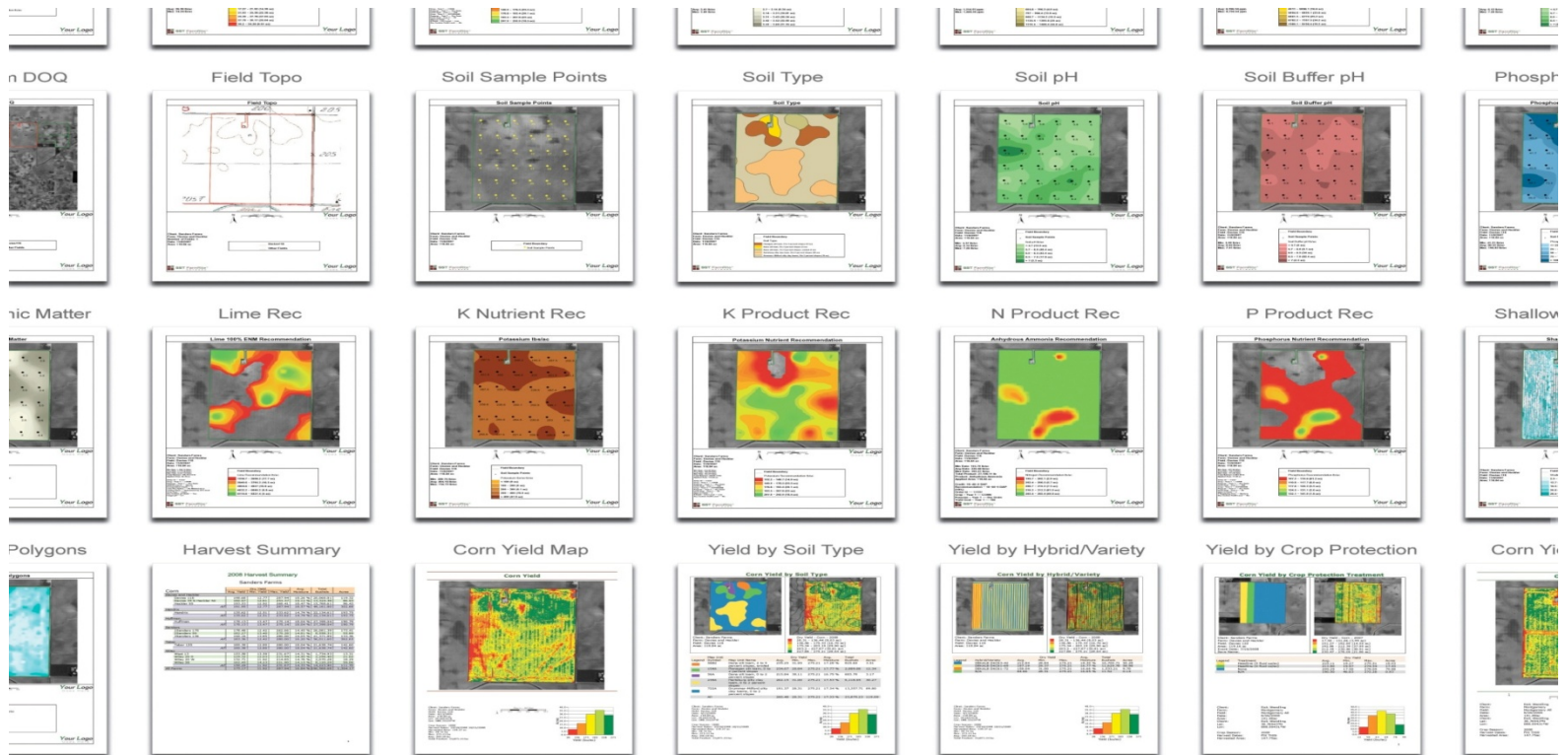
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# Opportunity #2: KISS

## Bundle the basics: Planting and yield - done right



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# Big Data Starts small



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# Multi-year service plans: Rome wasn't built in a day!



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# Opportunity #3: Be a Part of a Producers' Precision Team

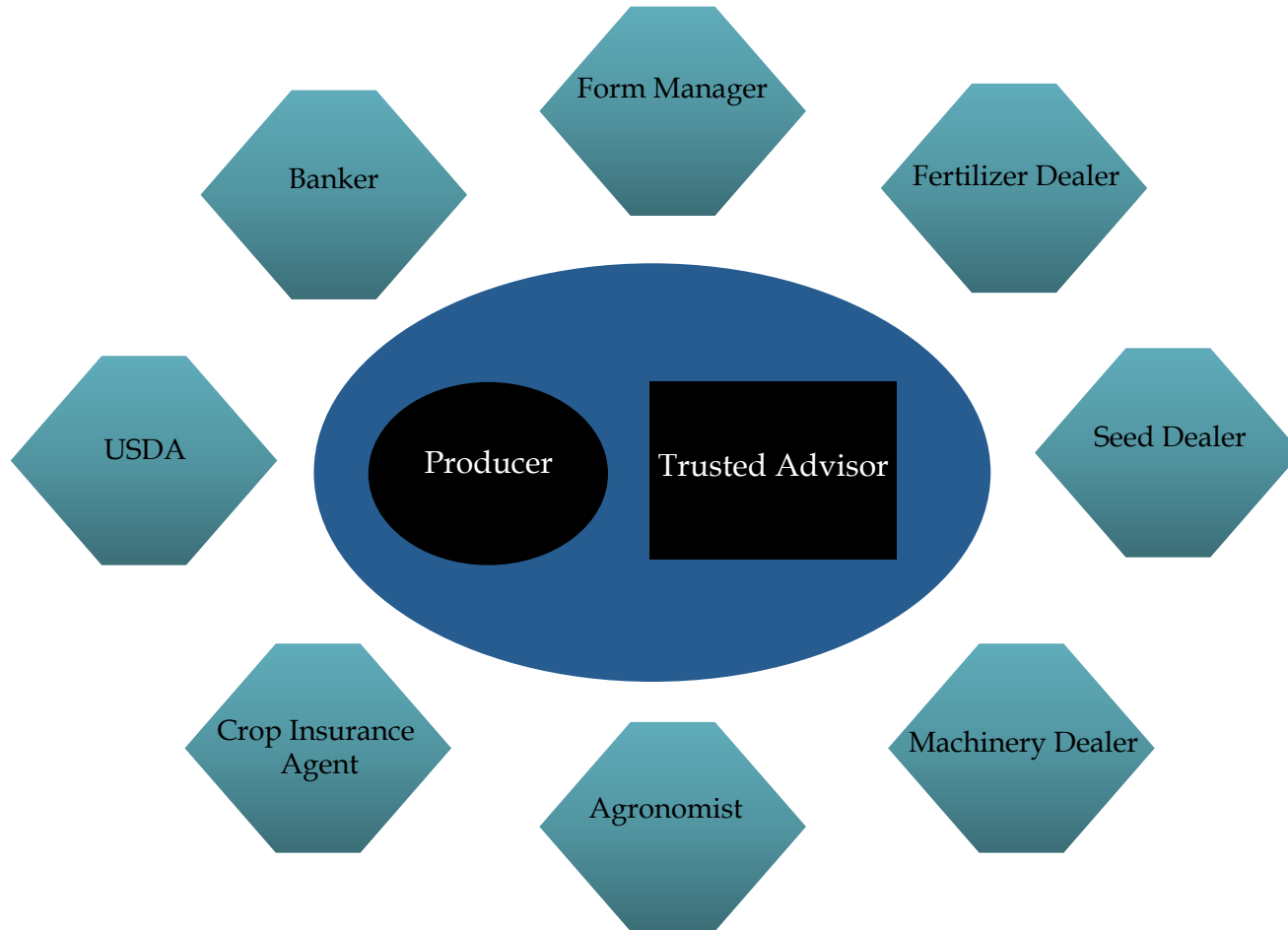


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# Producer needs someone in his inner precision circle



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# Many Producers are still waiting on their precision Superman



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# What they've got



If you ask them where their data is they'll tell you its either on the card, down at the coop or still in the combine. Not good enough.

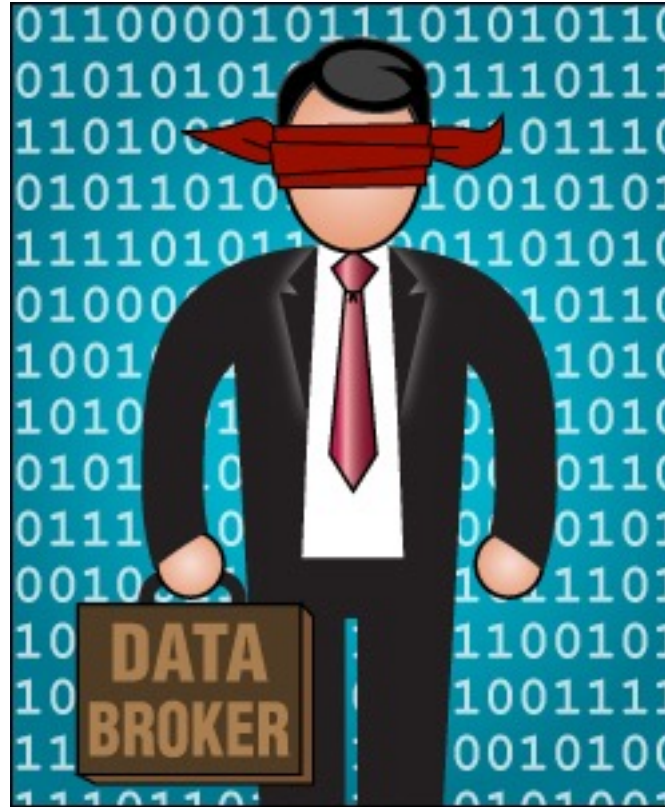


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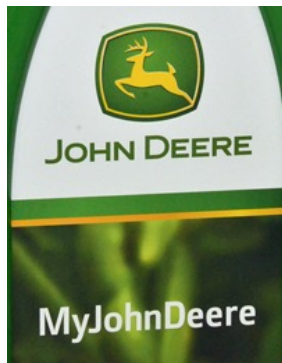
# Rise of the independent data broker



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# Future Balls to Juggle - Why they Need You



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# The Response From the Field



Many producers may be drowning in data and are still starving for knowledge.



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# The Tough Sell

## Validating Data's Value to the Producer

- Can you prove to that one variety is better than another?
- Can you prove to me that your \$20/acre fungicide application paid off?
- Can you prove to me that the extra 3,000 seeds per acre boosted my bottom line?
- You're making choices that are costing you hundreds of dollars per acre – shouldn't you spend something on knowing if those choices are the right ones?



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One final question to the producer...

**Are you farming for a season or  
are you farming for a lifetime?????**



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# Up Next ...

## Phil Moskal



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# Delivering Data Management Service: Obstacles & Opportunities

Phil Moskal  
Integrated Solutions Manager  
Mid-State Equipment

January 5-6, 2016



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# Know Your Market

- Type and Size of Producers
  - Part-Time & Traditional under 800 Ac.
  - Large 800 - 2500 Ac.
  - Extra Large over 2500 Ac.
- Data Wants v. Needs
  - “color maps” or Yield Data
  - “Yield Monitor” or Calibrated



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# Past Offerings

- “Flat Fee” for all map work
  - Planting & Harvest
    - Organization & Calibration
  - Other operations extra
- No setup charges
- APEX Software



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# \$600 Flat Fee Map Printing

## Customer A

- 1800 Ac / 1200 Ac
- Download time
  - 2 Hr
- Data Cleanup/Verification
  - 20 Hrs
- Printing/Binding
  - 30 Min
- Revenue - \$26/hr

## Customer B

- 3700 Ac
- Download time
  - 2.5 Hr
- Data Cleanup/Verification
  - 45 Min
- Printing/Binding
  - 45 Min
- Revenue - \$150/hr



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# Current Offerings

- Small per Acre charge for printing
  - Hourly charge for cleanup
- Setup charges
  - Variety Locator
  - Data Input
- APEX or MyJD
- Menu based services



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# Select Current Offerings

## AMS Support - Price Per Customer

Phone & Email Support

Silver Package

Gold Package

Platinum Package

One Year John Deere CCC Subscription

## AMS Equipment Setup - Price Per Machine

Tillage

Sprayer (Pull-Type or Self-Propelled)

Planter Row Command Setup

Combine

Yield Calibration (You supply Weigh Wagon)

Software Updates per System



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# Map Printing

## Customer A

- 1800 Ac / 1200 Ac
- Download time
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  - 30 Min
- Revenue - \$26/hr

## Customer B

- 3700 Ac
- Download time
  - 2.5 Hr
- Data Cleanup/Verification
  - 45 Min
- Printing/Binding
  - 45 Min
- Revenue - \$150/hr



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# Per Acre/Hour

## Customer A

- 1800 Ac / 1200 Ac
- Download time
  - 2 Hr
- Data Cleanup/Verification
  - 20 Hrs
- Printing
  - 30 Min
- Revenue - \$95/hr

## Customer B

- 3700 Ac
- Download time
  - 2.5 Hr
- Data Cleanup/Verification
  - 45 Min
- Printing/Binding
  - 45 Min
- Revenue - \$117/hr



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# Future Offerings

- UAV's....
  - Know Your Market!!!



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# Future Offerings

- Customized offerings
  - Tailored to fit “Niche” customers
  - Piece-meal out parts that work
  - Bring the “Whole Package”



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# Future Offerings

- Continue Current Offerings
  - Adapt current technology
- Wireless Solutions
  - Faster turn around
- Partner with Third-Parties
  - In/Out of area
  - Allows you to be impartial
  - Find the experts



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# Data Validation

- Validate with customers what their data can do for them
- Test Plots

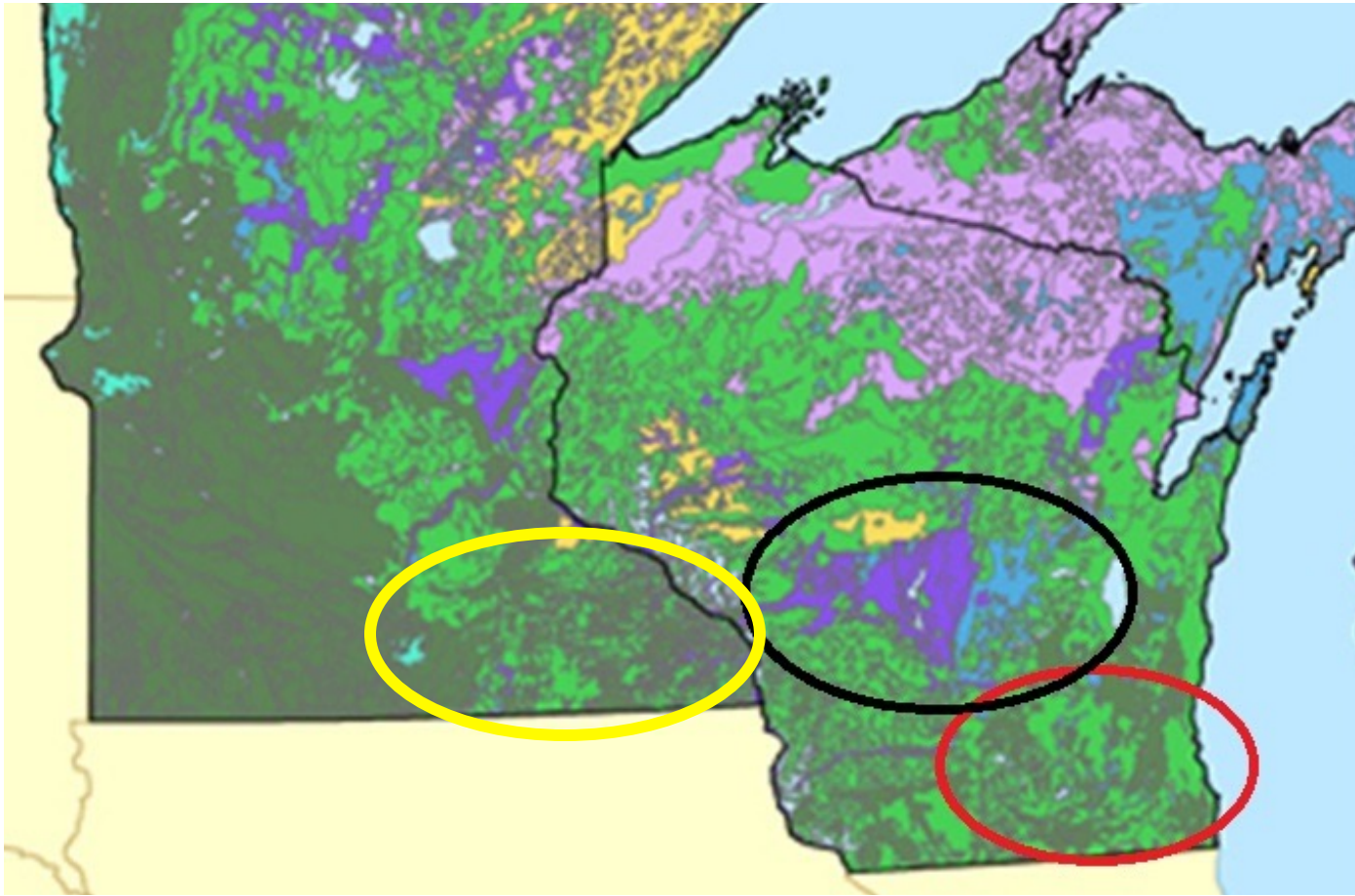


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# Find the Experts



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# Peer Groups

- Consult with other dealers
  - No fear of competition
  - Open dialog
  - Detailed discussion



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# THANK YOU

# UP NEXT... JED BENGSTON



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# Delivering Data Management Service: Obstacles & Opportunities

Jed Bengston  
VP of Sales & Marketing  
Torgerson's  
January 5-6, 2016



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# TORGERSON'S

A CENTURY OF SERVICE

Ethridge  
Lewistown  
Denton  
Hysham  
Great Falls  
Havre  
Billings  
Kalispell

**Data Management Service – Obstacles to Opportunities**



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# ABOUT Us

Family owned since 1912

2001-2016 grown to eight dealerships / two farms

2003 Guidance products sold over parts counter

2005 Introduced PSSR positions, sold with installation on farm

2008 Original AFS Specialist

Five dealerships

RTK Networks/ precision sales & service on farm

2012 Three Precision Specialists

2014 Transition guidance to service

Agri-Trend Partnership

2015 Three Agri-Coaches

## WHO ARE WE? WHERE ARE WE GOING?



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# PASSION

Going above and beyond in what is expected, in what is reasonable, in taking care of the customer and coworker



# INTEGRITY

Earning trust in doing what we say and saying what we do



# TEAMWORK

Working in a partnership to accomplish a common goal



# COMMITMENT

Being dedicated to long term relationships by being accountable for our actions



# RESOURCEFUL

Doing what it takes, exploring options to fully satisfy



# RESPECT

Treating others as you wish to be treated



# QUALITY

Ensuring speed without compromise



## OUR CORE VALUES

**TORGERSON'S**  
A CENTURY OF SERVICE

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# DATA...

Production / Precipitation / Wind / Inputs / As Applied / Soil / Moisture / As Applied / History / Future / Plant Health / Fuel / DEF /



# DECISIONS

Purchases (land / inputs / equipment) Sales (land / inputs / equipment / crops) Tax Planning / Estate Planning

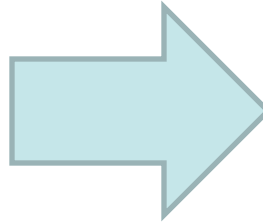
Crop Planning / when / where / depth / rate / fertility.....



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## OUR MISSION

Our mission is to help farmers allocate scarce resources to produce a safe, reliable and profitable food supply in an environmentally sustainable manner.

## OUR PURPOSE

We make farmers more profitable by providing:

- Innovative, agricultural leadership
- Unbiased, independent advice
- Confidence to make better decisions



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# "What's in your dirt?"



## "Endless Ways to Grow Using PowerZones"

- \* Assist producers in determining yield goals
- \* Evaluate and improve soil and tissue test benchmark locations
- \* Identify lodging potential areas
- \* Swift and efficient field scouting, scout more fields - faster
- \* Evaluate field level productivity on land that a grower is considering renting or purchasing
- \* Establish locations for on-farm field research
- \* Provide guidance for on/off applications of pesticides

Strength in PowerZones is more than variable rate management

Interested in learning more about Agri-Trend?  
Contact your local Agri-Coach today!

TJ Knecht  
Billings, MT  
406.231.0488  
tj.knecht@torgerson.biz

Ginny Knerr  
Great Falls, MT  
406.564.9318  
virginia.knerr@torgerson.biz

Lance Lindbloom  
Havre, MT  
406.855.4765  
lance.lindbloom@torgerson.biz

Zone	Sample ID	Depth	GPT	OM	CEC	Ph	Ph B	SS	NO3	NH4	S	Bt Carb	P1	P2	Soil Ph	K	Ca	Al	P	PlantInfo
1-1-A	0-6"	443	5.0	16.8	1.2	0.0	0.0	0.0	0.0	1.0	6	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
1-1-B	6-12"	444	5.0	16.8	1.2	0.0	0.0	0.0	0.0	1.0	6	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
1-1-C	12-24"	445	5.0	16.8	1.2	0.0	0.0	0.0	0.0	1.0	6	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
1-2-A	0-6"	446	5.0	16.8	1.2	0.0	0.0	0.0	0.0	1.0	6	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
1-2-B	6-12"	447	5.0	16.8	1.2	0.0	0.0	0.0	0.0	1.0	6	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
1-2-C	12-24"	448	5.0	16.8	1.2	0.0	0.0	0.0	0.0	1.0	6	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
1-3-A	0-6"	449	5.0	16.8	1.2	0.0	0.0	0.0	0.0	1.0	6	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
1-3-B	6-12"	450	5.0	16.8	1.2	0.0	0.0	0.0	0.0	1.0	6	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
1-3-C	12-24"	451	5.0	16.8	1.2	0.0	0.0	0.0	0.0	1.0	6	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0

Zone	Sample ID	Depth	Water	Ca	% Ca	% Mg	% Na	% S	Mg	% Mg	K	Na	Cl	Meq	Carbonate	Base Sat.
1-1-A	0-6"	443	0.214	11.5	0.7	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
1-1-B	6-12"	444	0.214	11.5	0.7	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
1-1-C	12-24"	445	0.214	11.5	0.7	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
1-2-A	0-6"	446	0.214	11.5	0.7	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
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1-3-A	0-6"	449	0.214	11.5	0.7	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
1-3-B	6-12"	450	0.214	11.5	0.7	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
1-3-C	12-24"	451	0.214	11.5	0.7	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0



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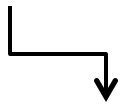
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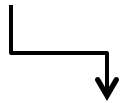
# WHAT'S IN IT FOR ME...?



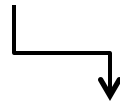
**Data**



**Analytics**

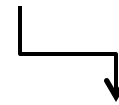


**Confident Decision Making**

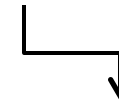


**Predictable Increased Profits**

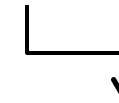
**Facilitate**



**Leverage & Grow Partnerships**



**Become Valued Resource Provider**



**Provide Increased Profit Together**



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# THE PLAN

50,000 acres / Agri-Coach Annually at \$ 5.00/acre

Or

Revenue of \$250,000 = 50,000 acres x \$5.00

# 1 YEAR

80,538 acres x 3 Agri-Coach at \$ 5.00/acre

Or

Revenue of \$402,000 = 26,846 acres / coach



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# QUESTIONS



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