Data Management for Consulting: Ag Retailer Perspective

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ABOUT US
Formed in 2003

JV between Alabama Farmers Cooperative and Winfield Solutions

Headquartered in Decatur, AL

Wholesale/Retail Divisions

Agronomy & Precision Ag Divisions
AccuField

- Established 2012
- Began with 5 AFC locations
- 2013 Agri-AFC locations joined
- Currently 40 locations
- FY19 staff
  - Regional Precision Ag Managers and support staff
  - Corporate
  - Location based staff
Agri-AFC Retail Locations

- Fertilizer Sales
- Sample Acres

FY13
FY14
FY15
FY16
FY17
FY18
USING ON-FARM DATA
On-Farm Strategies

• Map is not always green
• Text book methods aren’t always feasible
• Bigger picture
• How do we best manage the farm with the resources available?
The map is not always green...

- SE variability
- Micro climates
- Equipment challenges
- Crop mix
Text book methods aren’t always feasible...

• Approach each farm/grower independently
• Analyze what is available and needs of customer
• Remember there are multiple right methods
Bigger Picture

• Evaluate each scenario and determine what works
• Team Effort
• Profitability is key!

[Images of field maps and data analysis]
Using Data to Improve Production

• Good data out requires good preparation
Using Data to Improve Production
Using Data to Improve Production
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Using Data to Improve Production
BENEFITS & CHALLENGES IN PRECISION AG
Retailer Perspective

• Determine your place in the market
  ✓ Product vs Service

• Opportunities are endless

• Service and support are critical

• Competition and pressure from every direction
Grower Perspective

- Positives
  - Never has there been so much opportunity available
  - Equipment availability/compatibility
  - Mobile applications
  - Software
Grower Perspective

• Negatives
  ✓ Never has there been so much opportunity available
  ✓ Creates an over-whelming flood of information and choices
  ✓ Mobile doesn’t always = easy
  ✓ Software improvements but still time commitment
Grower Perspective

• Moving Forward
  ✓ What do you want precision ag to provide for your farm?
  ✓ What kind of time investment do you want to personally provide?
  ✓ Critical to work with a provider that understands the market and data
  ✓ Communication with your provider
Thank You

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