Precision Agriculture

Jeff Barnes
Greenway Equipment
Where is precision ag today?

- Grid Soil Sampling
  - VRT Lime, P, K
- Guidance – Autotrac
- Swath Control Technologies
- Yield Mapping - limited

This is what is being done today,
But much more is possible!
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Information and technology can be used to help manage major crop production costs and other variables that impact yield and profit.
Cotton Budget – University of Arkansas 2010

Cotton Production Costs

- Seed w/fees: 100
- Herbicides: 67
- Nitrogen: 46
- Irrigation diesel fuel: 35
- Insecticides: 35
- Potash: 35
- PGR/harvest aids: 21
- Phosphate: 18

14% of input costs
10% of input costs

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Where do we focus on the future?

- High impact – bottom line
  - Nitrogen
  - Seeding rates
- Water management
  - Irrigation management
  - Drainage
- User experience – Hassle factor