Precision Ag in Cotton - Consultant’s Perspective

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PRIME LOUISIANA REAL ESTATE
OFFERS EXCELLENT HUNTING
AND A GREAT SOCIAL LIFE
AMS, Inc.

• Began in 1978
• Five Certified Consultants on Staff
  – Twelve or more seasonal employees
• Consult and/or Manage Crops
  – Cotton - 60,000 acres +
  – Grains - 10,000 acres +
• Soil Management - 5,000 acres +
Launched into Precision Ag in 2000
Precision agriculture is not new.

Our perception of what it entails or includes is new.
The first “precision agriculture” occurred when man first started to sow seeds at various planting rates or depths or harvest the best portions of the fields first.

The first “site specific management” may have occurred when man put a fish head next to a plant in order to increase production.
Alluvial soils next to the Big Ditch (aka MS River) are fertile, but diverse
OVERLOADED ASS
TOO MUCH MULTI-TASKING
FEARFUL OF THE UNKNOWN
Precision Tillage
P.A. HISTORY AT A.M.S.

• 1970’s - began with spot sampling and spot applications
• 1980’s - early 90’s - reviewed & observed Midwest results from PA - observed mistakes and successes
• 2000 - began GPSing of field boundaries
• 2001 - installed 1st cotton yield monitor
• 2001 - rented Veris from Harold Lambert and recorded EC data
P.A. HISTORY AT A.M.S. (continued)

• 2002 – wrote prescription VR applications in Farm Works
• 2002 – demonstrated VR on several clients’ farms
• 2003 – began using In-Time aerial imagery
• 2003-2004 – Veris’d 5,000 acres
P.A. HISTORY AT A.M.S. (2005)

- On-farm demonstrations of VR
- Signed up clients with In-Time
- Aided in selection and use of VR equipment
- Wrote prescriptions
- Begin fee program
P.A. HISTORY AT A.M.S. (2005)

• EC Data – 4,000 Acres
• Zone Sampling – 19,000 Acres
  – 15,000 Sub-contracted Acres in Mississippi & Arkansas
• Continuing Education of Clients

• EC Data – 4,000 Acres
• Zone Sampling – 5,000 Acres
• Continuing Education of Clients
• Encouraged Sign-Up on NRCS-PA Program.
EQIP – Precision Ag

1st Year – sampling from EC data or grids
2nd & 3rd Year – VR fertilizer + yield monitor data
Pays $14/acre/year ($42/acre/3 yr) with YM data or $7/acre/year ($21/acre/3 yr) without YM data
Limited to 600 acres/entity/county
YIELD 2002 VS 2003

2002

2003
SHALLOW VS DEEP

DEEP

SHALLOW
Pix Prescription
Pix Prescription from In-Time Imagery
In-Time Scout Map
VERIS VS AERIAL
YIELD VS VERIS
EC DATA & AERIAL IMAGERY

**EC DATA**
+ Good until soil moves
+ Can measure fertility
- Not user friendly
- More expensive
- Timeliness
- Conditions must be right
- Not right for every soil

**AERIAL IMAGERY**
+ Actual plant growth
+ Inexpensive
+ User friendly
- Requires clear weather
+/- Timeliness
- Must keep crops clean
IPaq with a recipe
IPAQ CONNECTED TO SPRAY CONTROLLER
RAVEN VIPER WITH PRESCRIPTION
INJECTION TANK
INJECTION SITE
COMMERCIAL VR GROUND APPLICATOR
VR APPLICATORS

• Two aerial applicators with VR equipment
• 3 - 6 ground applicators with VR equipment – only two have dry material capabilities
• Three farmers with complete VR equipment
• Numerous farmers with VR spray controllers, some with GPS, few with both
• Will have 20+ fully equipped by 2007
2007

- RTK compatible equipment
- RTK remotes & towers
- 5,000 acres committed for EC data & sampling
FROM THE OLD
TO THE NEW
FEES

- Veris - $5/acre/year x 2
- Prescriptions - $0.50 - $1.50/acre
- Zone Sampling including analysis - $2.00 - $4.00/acre
- Mapping - $0.00 - $1.00/acre
- Equipment Instruction - $50 - $200 /hr
SITE SPECIFIC MANAGEMENT

- 7,320,000 SITES ON GOOGLE
- MANY UNIVERSITY SITES
- www.ppi-far.org/ssmg
PA, PF, SSM

• BEGIN TODAY
• DON’T GET BOGGED DOWN IN DEFINITIONS
• KEEP IT SIMPLE
• WORK IT EVERY DAY
PA, PF, SSM

- OUTSOURCE – YOU CAN’T DO IT ALL
- WORK WITH FRIENDS, PARTNERS, GROUPS
- REVENUE-EARNING VALUE-ADDED SERVICES
PA, PF, SSM

- May reduce inputs/acre
- May enhance yields
- May improve cotton quality
- Will allow producers to put certain rates on certain areas
- Should return many times over investment
PA, PF, SSM

Utilizing Veris data, we reduced nitrogen use by $6.25/AC, and reduced PIX usage by $7.50/AC.

Utilizing in-time imagery, we reduced defoliant cost by $7.24/AC.
EVERYONE IS WATCHING
INCLUDING THE SHARKS
DON'T LOCK AWAY A PROFIT
LOTS OF WARM & FUZZY FOLKS WILLING TO HELP
BUT PERHAPS ONLY A LIMITED AMOUNT OF GOVERNMENT BONE TO CHEW ON
ROGER’S AXIOMS

• EXPENSIVE EQUIPMENT WILL NOT MAKE UP FOR LACK OF TALENT OR PRACTICE.

• IGNORANCE IS EXPENSIVE.

• CONSULTANTS AND DEALERS - RISK YOUR MONEY, NOT YOUR CLIENTS’ MONEY.
HELP FARMERS PICK
AND SELL A PROFITABLE CROP
Huns should be taught to focus on opportunities rather than on problems.

Some Huns have solutions for which there are no problems.

Leadership Secrets of Attila the Hun
Dr. Wess Roberts
PRECISION AG DOES NOT SOLVE ALL OF OUR PROBLEMS
# FOUR SEASONS OF LOUISIANA

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<thead>
<tr>
<th>NORTH LOUISIANA</th>
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<td>TURKEY</td>
<td>OYSTER</td>
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ATVs CAN BE USED FOR MORE THAN JUST HUNTING
And with prices going up we must make or save a $ wherever we can
Would you like some cheese to go with that whine???
DON'T GET LOST IN THE CROWD
CONSULTING

If you are not a part of the solution, there is good money to be made in prolonging the problem.
You've got to know your priorities
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