

**FARMERS**  
**Advantage Rx**

Helping You Make More Informed Production Decisions.™

**ELITE GROWER GUIDE**





# *The Program*

## *Benefits*





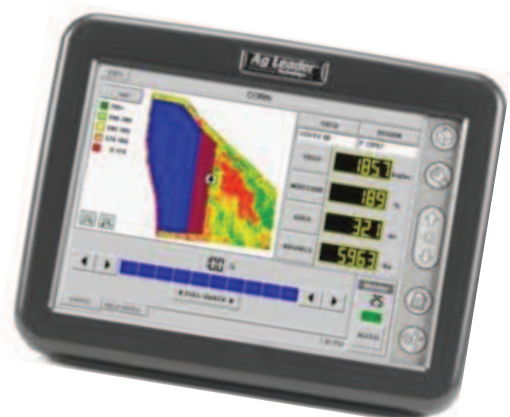
## **The Program**

The Farmers Advantage Rx is an initiative designed by Farmers Feed & Grain to partner with a select group of *progressive growers* to assist in making more informed and ROI based production decisions by building a database of information to help you maximize the potential of every acre.

## **Outcomes**

With increased volatility, better placement of inputs can lead to improved risk management. The tools we are using today are small investments compared to crop inputs, land rents, and grains prices. By better utilizing these tools, we can help increase your bottom line.

- Yield enhancement outpacing the trend line
- Provide risk management through more reliable, local, proven data
- Tracking decisions from planting to harvest
- Base decisions on maximizing the potential of every acre





# *The Soil*

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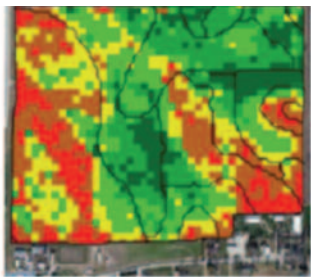


## The Soil

The soil can't be changed, so we must work with what we have, by better utilizing our resources.

- Grid Sampling; to know what is in every acre without guessing
  - 2 year sampling for the corn on corn producer
  - 4 year sampling for the corn-soybean producer
  - Management zone for the producer fertilizing by yield response
- Bringing all maps together into one layer
  - Planting maps
  - Soil fertility levels
  - Soil type
  - Nutrient and chemical application
  - Yield maps

All are pooled together to give you the knowledge of how each works allowing you to maximize your yield potential



Yield	
Red	103 to 140 (11.78 acres)
Orange	140 to 157 (23.53 acres)
Yellow	157 to 172 (23.52 acres)
Light Green	172 to 187 (23.5 acres)
Medium Green	187 to 192 (23.52 acres)
Dark Green	197 to 221 (11.97 acres)



Yield Population		
A zone	40,000	12.1 %
B zone	36,000	25.5 %
C zone	36,000	25.5 %
D zone	34,000	25.9 %
E zone	32,000	25.4 %
F zone	30,000	11.8 %





# The Food

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A yellow tractor with a large stainless steel tank and a sprayer boom is shown in a field of green crops. The tractor is moving from right to left, and the sprayer boom is extended over the crops. The sky is blue with some clouds. The number 984 is visible on the side of the tractor's cab.

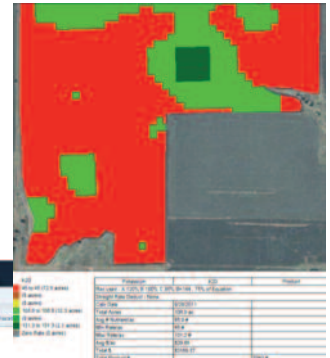
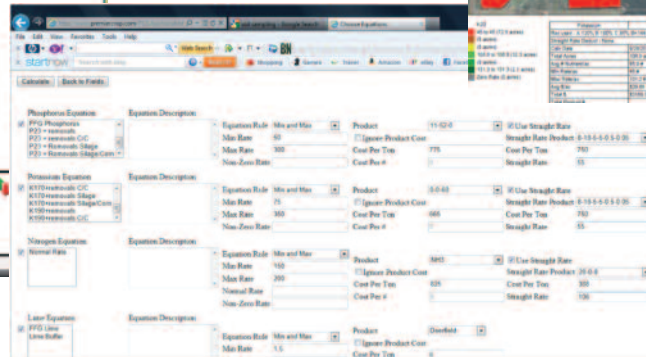
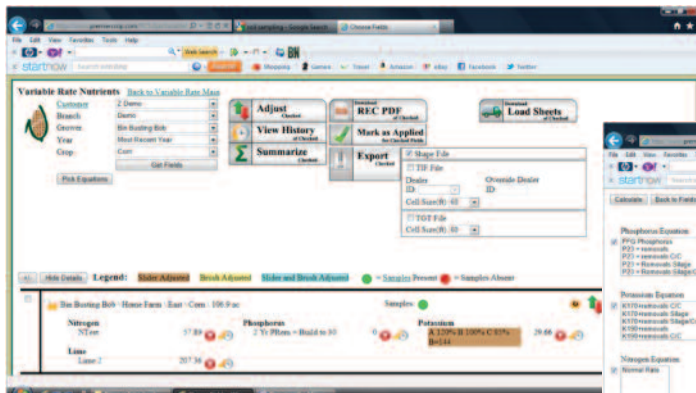
*Learning Blocks*

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## The Food

Feeding the crop is key to uniform and consistent results.

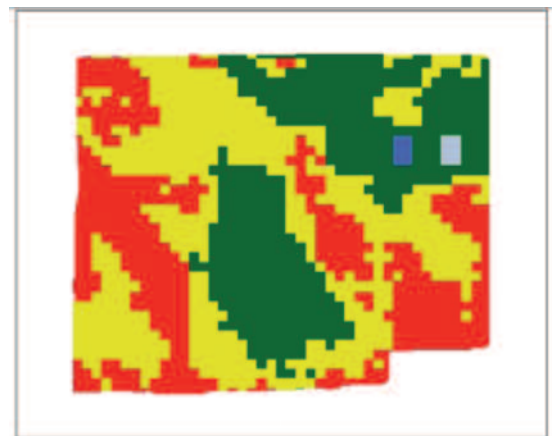
- Our program allows versatility and ease of building recommendations.
- Multiple equations
  - Corn on Corn, Corn Soybean, Corn Silage, Owned vs. Rented Ground
- Takes into account all products used
  - Starter, manure, nitrogen in the DAP or MAP
- Can be built at the kitchen table
  - Gives a print out showing exact tons and price per acre



## Learning Blocks™

Allow for ease of building, gathering, and evaluating of information to see how increased fertilizer rates, seed populations, or new crop enhancements are performing.

- Eliminates the hassle of flagging and having to use a weigh cart to collect the data.
- With Farmers Advantage we can enter in your application and yield map data.
- The software will extract out the needed information and run the analysis.



Crop	Acres	Yield
A	34.2	34.2
B	0	0
C	34.0	46.4
D	0	0
E	0	0
F	34.0	36.3
G	34.0	0.7
H	34.0	0.7



# *Seed Selection*

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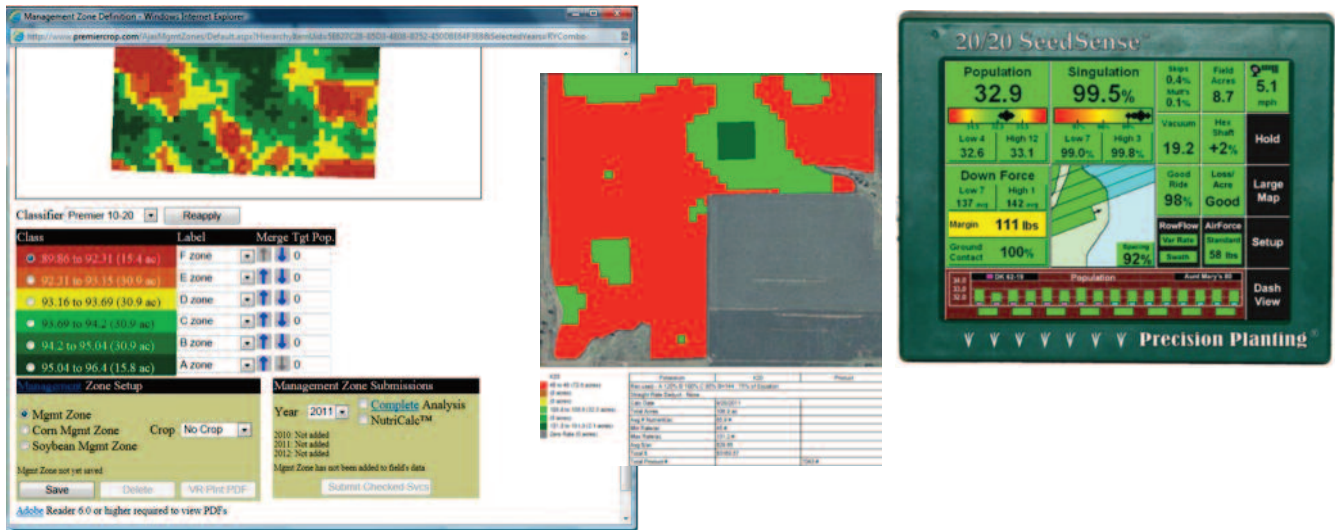
## *The Harvest*

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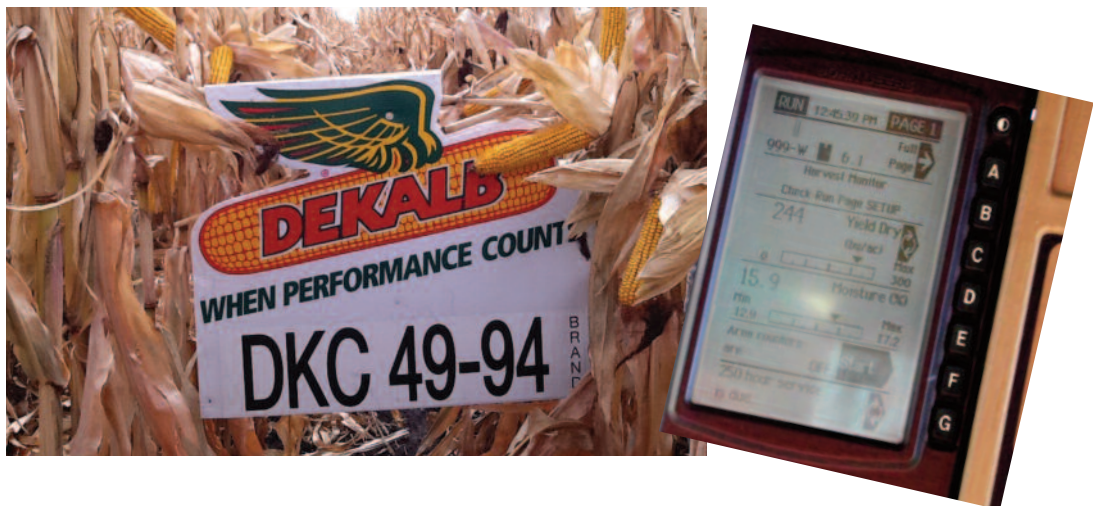
## The Seed

With Farmers Advantage Rx, we run a “Top 10” list. This allows us to see how the crop responded to your particular circumstance. We then go into our pool of data and find proven results of how each seed will respond to your specific field characteristics.



## The Harvest

With Farmers Advantage Rx, we organize your planting and application records. We finish by helping calibrate your combine yield monitor. We have several weigh wagons and an educated staff to help you through this. After the harvest, our staff will gather your yield data.





# *The Bottom Line*

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## **The Bottom Line**

After the last piece of the puzzle is entered, we print a report card and begin preparing for the following season. Our staff will help plan innovation trials for the following growing season to see what increases yield and improves your bottom line.





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