

TO LEARN MORE CALL  
800-304-2076

# Technology and Crop Management Simplified

Growers depend upon information to improve yield potential and to manage risk. Applying proper crop protection material is key but having the tools to understand the bigger picture is even more important.

Today, farming routinely utilizes sophisticated technologies like aerial imagery, robots, GPS, temperature and moisture sensors, and satellites. These advanced systems allow a grower to make more informed decisions and to operate more efficiently, more profitably, safer and more environmentally friendly, but can often feel overwhelming. Not anymore.

Simplot Smartfarm® and Simplot Water Logic™ Services combine EC-Mapping, aerial imagery and water distribution uniformity testing to provide accurate and pertinent data for growers and crop advisors. These simple technologies are not just pretty pictures. They assist in maximizing overall profits by ensuring the proper nutrition is being applied at the correct rate, in the precise place and at the ideal time.

Implementing the Smartfarm® program into your operation means utilizing EC-Mapping to identify delineations in the soil to target specific zones for soil sampling. This allows you to identify differences in a field and to track the effects of your fertility plan during the season and from season to season.

Simplot Smartfarm® aerial imagery provides seven derivatives, including two change derivatives, allowing us to quickly identify areas of concern.

Water Logic™ Services has developed a result driven, diagnostic process that includes pulling water samples and performing distribution uniformity testing to determine the overall performance of an irrigation system. Just like a doctor might look at temperature, blood pressure, and symptoms to come up with a patient's diagnosis, Simplot's Water Logic™ team analyzes water quality, line pressures, and other indicators to establish an effective irrigation system treatment plan. Combined with Smartfarm® technology, we can identify specific areas of a field that could be suffering from an irrigation deficit.

Technology in agriculture doesn't have to be confusing. In fact, Simplot's various technology services naturally fit into the normal process you go through on your farm every year, making it easy to incorporate into your operation and current practices. From crop advisors scouting fields, to agronomists recommending fertility plans, mapping, imagery services and Water Logic™ ensuring irrigation systems are at peak performance, Simplot provides a complete full-circle solution for the success of our growers.

**Simplot's various  
technology services  
naturally fit into the  
normal process you go  
through on your farm**

