

Set your sights on the new INSIGHT

New Ag Leader display makes color maps on-the-go

Precision farming has been around for more than a decade now, and with an estimated 50,000 users, it's no longer considered just a toy for the techies. For farmers who use it, it is an important decision-making tool that impacts the bottom line. And now it's even easier to use.

As with anything new, precision farming has evolved and morphed according to what its users ask for and need. Ag Leader, a precision agriculture pioneer, has responded with the INSIGHT, the next generation of precision farming.

Test run

Charles Helland is a long-time precision ag user, and he has seen the evolution of the technology first hand. He raises hogs and corn and soybeans on 2,000 acres with his brother and farming partner, Michael, and son Dustin. The family farm is located in Huxley, Iowa, just 15 miles from Ag Leader's headquarters in Ames, Iowa.



Charles Helland

When precision agriculture was brand new Helland was interested. His chemical and fertilizer co-op was too, so they embarked on the learning curve together. Back then, Helland was using Ag Leader's Yield Monitor 2000 with a Global Positioning System (GPS) from Rockwell on his combine. It wasn't long before he was using the technology with his planter to record and compare hybrids.

Currently, Helland uses Ag Leader's PF3000 to record as-planted maps of his hybrids during planting, to record his yields at harvest, and to control the application rate of anhydrous. He also uses the Ag Leader's Lightbar guidance system to avoid overlaps and skips when planting and applying anhydrous.

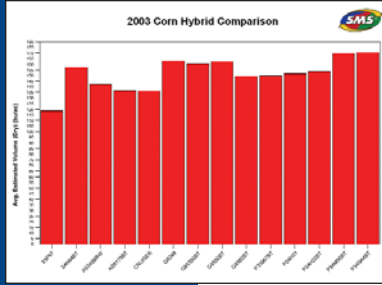
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With the new INSIGHT yield monitor, Charles Helland can overlay planting and harvest maps while he's working. He'll be alerted to problems right in the field, so he can make his own observations.

NOTE: This is the first of a two-part series on how Iowa farmer Charles Helland is using the newest technology to make his farm more efficient and profitable. The second part will appear in the fall and will follow up with Helland after he uses the new INSIGHT display for a full season.

Charles Helland says the information he collects using his yield monitor and other precision farming tools makes a big difference in how he selects hybrids. Charts like this one help him choose what's best for his farm.



2003 Corn Hybrid Comparison

Analysis Description	
Compare attributes/properties	
Charles Helland (ALL) (ALL) 2003 Grain Harvest CORN (ALL) (ALL)	
Analysis Results- Estimated Volume (Dry), Moisture Classified By: Site Verification : Product - Name	



Product - Name	Avg. Estimated Volume (Dry) bu/ac	Total Estimated Volume (Dry) bu	Avg. Moisture %	Area ac
Z3P67	118.73	930.46	16.60	8.005
34N44BT	157.22	9,316.22	19.55	59.26
AS5498RW	142.38	3,940.5	19.64	27.68
AS6175BT	136.46	11,478	16.06	84.11
CRUISER	136.05	3,052.6	20.21	22.44
G8348	163.27	7,617.0	21.11	46.65
G8530BT	160.01	12,858	20.69	80.36
G8550BT	162.50	13,492	20.24	83.03
G8582BT	149.19	9,024.8	20.30	60.49
P33P67BT	149.51	20,231	21.37	135.31
P34H31	151.43	18,425	18.93	121.67
P34H32BT	153.53	3,991.1	16.37	26.00
P34MP5BT	169.90	31,050	17.23	182.76
P34N44BT	170.26	10,855	19.71	63.75
(ALL)	156.04	156,282	19.19	1,001.5

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"The biggest help for us has been using the PF3000 with the planter," he says. "The combination of yield and planting information has helped us the most in finding a variety of corn that works best for our soil. We base a lot of seed purchases for the following year on this information."

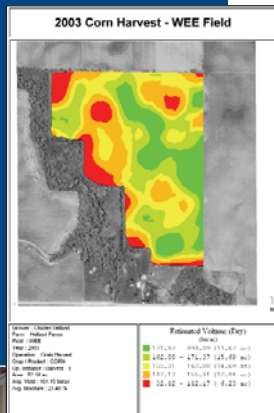
"We are typically showing a 20 bushel up to 30 bushel per acre difference with what people are trying to sell us compared to what we are using."

That translates into profits at harvest time. "We are typically showing a 20 bushel up to 30 bushel per acre difference with what people are trying to sell us compared to what we are using," he says.

This changes everything

This fall, he was one of just a handful of precision farming veterans who got to test the new INSIGHT display.

"The main thing that I really like is the on-the-go color map, so I can see the variability. It's really amazing to see it on-the-go and not have to wait to make the maps," he says.



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The INSIGHT display features a 10.4-inch color touch-screen display that makes on-the-go color yield and moisture maps, planting maps and application maps instantly in the field as you're working. The INSIGHT display also has map-layering capabilities, so for example,

you can look at your planting map that shows hybrids as different colors while at the same time creating and looking at your harvest map.

"I'm looking forward to next year when I can plant and have my planting map overlaid on the harvest map right in the field," says Helland. "I'll be able to drive to certain spots in the field and figure out what to do. And it will be easier to find a point in the field."

With his current PF3000 monitor he has to print his planting map on paper, carry it to the combine, count the rows on the map and then in the field to locate a hybrid.

With this new INSIGHT monitor he can digitally and instantly overlay his planting and harvesting map, that way he can add his observations to why there is a yield change while he's in the field instead of waiting sometimes weeks to print a map back in the office.



Iowa farmer Charles Helland is a long-time precision ag user. He has been able to take the technology and make real decisions that positively affect the bottom line of his operation.

Easier all around

That's not the only improvement with the new Insight. It uses a CAN bus system that offers unlimited expandability and makes it easy to switch from planting to harvesting and everything in between.

The INSIGHT display overall is just easier to use. It has an internal memory, so there's no longer the need for a data card. That means, there's no chance of forgetting to bring and



One thing Charles Helland noticed right away with the new INSIGHT is how much easier it is to use than his previous yield monitors, especially with setup and calibration.

install the card. "I've driven 10 or 15 miles before I realized I forgot the card," Helland says.

The display on the new yield monitor also features

keyboard-style entry instead of scroll keys.

"That's really nice," says Helland. "We found out right away that entering names of fields is a lot easier than before."

The keyboard and a built-in calculator also make the calibration process easier. "We calibrate everything with our grain cart and scale," says Helland.

Because his grain cart isn't 100% accurate with the elevator in town, he has to do some quick math out in the field, and the calculator makes that easier. "The cart is consistently 2% off from the elevator, so we have to factor that in when we calibrate," he says.

The new INSIGHT really is the next generation of high-tech farming and promises to be more useful and easier for farmers ready to go farther.

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What you can do with the technology

Browse through this list and you're sure to find something that will help you on your farm. You can find some of this information instantly with just a yield monitor or SMS software, while some of the information will become more useful with multiple years of data. The bottom line is, with precision farming technology you can capture the information that's out there and put it to work for you now while investing in the future.

- Know exactly how many bushels you have in the bin
- Use it to help divide crop shares
- Get an accurate yield history
- Find out what fields have the highest yields
- Keep a record of where you planted each variety
- Keep a record of what day and what time you planted a field
- Get a more accurate idea of how much seed to order
- Know where to harvest first to save on drying costs
- Show your dealer which hybrid is best
- Track split planter trials
- Track your input costs
- Make drainage decisions
- Make tile maps
- Find your best soils
- Find your best yields
- Learn if varying the rate of inputs can pay
- Accurately tell your co-op where your field is
- Reduce skips and overlaps
- Be environmentally compliant
- Make a profit map for each field

For more information

Ag Leader www.agleader.com/insight.htm

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www.123farmworks.com/insight.htm

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