

PrecisionAg WORKS Learning Center Interview Opportunities

All speakers and Institute leadership will be available throughout the Commodity Classic for interviews.

To set up an interview, please stop by booth #446 or call Kim McCloskey, communications contact for the Institute at (cell) 440.725.6723.

	Topics and News
Dennis Friest Iowa corn and soybean producer	<p>As a corn and soybean producer in Iowa, Dennis Friest has used precision ag technologies and practices for many years to measure and increase profitability at his business. He started out using global positioning and has worked with the Iowa Soybean Association and the ISA On-Farm Network[®] to collect and analyze precision data. These data management strategies have helped him make better management decisions and ultimately increase profit and efficiency.</p>
Robert Blair Idaho wheat grower	<p>In addition to farming 1,500 acres of wheat, peas, lentils, garbanzos, alfalfa and cows, Idaho grower Robert Blair taught the precision ag lab at the University of Idaho during the 2008 fall semester and has also started a precision ag business called Pinecreek Precision. He is helping the University of Idaho expand its precision ag program and is promoting agriculture by doing TV interviews. His leadership and ability to bring things together helps growers understand the benefits of getting started and saving money and his advocacy of precision technology is at the forefront of everything he does.</p>
Craig Smith Graduate Research Assistant, KSU	<p>As a graduate student at Kansas State University, Craig Smith worked along with Kevin Dhuyvetter, Extension agricultural assistant economist, and Terry Kastens, professor emeritus at Kansas State University to develop the Guidance and Section Control Profit Calculator tool with support from the PrecisionAg Institute. This online tool was developed to help growers understand their return on an investment in this technology. Using field-specific information provided by an individual grower, the tool will report how much of a payback the grower will see (in dollars) and approximately how long that payback will take (in years) based on the cost of the equipment required.</p>
K. Elliott Nowels PrecisionAg Institute Director	<p>According to Institute research, of those growers that have adopted precision technology, 8 out of 10 growers make more money and those growers are saving \$5-\$9 per acre. Precision agriculture is helping the industry address the growing global demand for food, while helping farmers make the most of seed and nutrients. PrecisionAg WORKS for everyone. The PrecisionAg Institute is working to communicate these benefits to growers and the industry through this research and the PrecisionAg WORKS advocacy campaign.</p>
Robert Wanzel Institute Grower Communications	<p>More growers than ever before are realizing the impact technology can have on their business. For more than 20 years, Robert Wanzel has documented precision ag advances out in the field, and for the last year and a half, has been talking with growers across the U.S. on how precision ag works for them. His video documentary, "PrecisionAg: The Data Decade" looks at how far technology has come in the last decade, details what growers are saying, and examines the future for technology in agriculture.</p>