

# All fields are not created equal!

Growers know that yield potential varies between different fields and even within a single field. Just how greatly it can vary can be surprising. Soil types react differently to fertilizer; some may never yield well while others may have the potential for great yields given the right opportunity. This is why it does not make sense to fertilize all soils equally across your field.

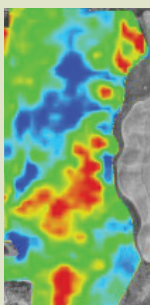
More producers have recognized this and are adjusting the nitrogen rates they apply. However, often these adjustments are made by arbitrarily cutting rates across the field or by guessing where to reduce rates within a field. Either way, guesswork and waste are involved and the opportunity to further maximize profits still exists.

## Real Data, Real Results

With InSiteVRN® Variable Rate Nutrient System you can eliminate waste and guesswork while increasing your profitability.

Working one-on-one with you, the crop specialists from South West Ag Partners will use InSiteVRN advanced technology together with the unique history of each of your fields to develop a customized fertilizer plan based on your data, not the regionally-averaged information and assumptions that other fertilizer models are based on.

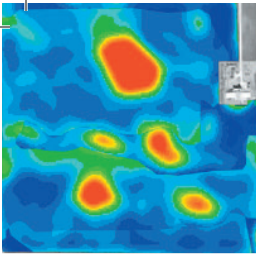
The InSiteVRN system is built around the InSite Yield Potential Map, which identifies the specific yield potential of areas within your fields.



- **Low Yield Areas** present an opportunity to lower expenses by reducing nutrient rates.
- **Good and Better Yield Areas** present an opportunity to maximize fertilizer efficiency.
- **High Yield Areas** present an opportunity to push for higher economic returns by increasing your nutrient investment.

Understanding the variations within each field and fertilizing accordingly can lead to:

- More efficient use of fertilizer and soil nutrient credits
- Maximized yields and improved profitability
- Improved land stewardship
- Qualification for Environmental Farm Plan credits (worth up to 50% towards the cost of this service)



# Much More Than a Map

**The InSiteVRN system shows you where and how much fertilizer is needed by following these simple steps:**

1. Select your fields in the InSite software and establish field boundaries using a satellite image or information gathered from a GPS receiver.
2. Work with your South West Ag specialist to input the history for each of the fields, including:
  - Crop rotation for the past 5 years
  - Average yields for those crops in the same years
  - Average organic matter for each field
  - Target yield for the crop to be plantedNo further soil tests or expensive grid maps are required
3. The InSiteVRN economic model, combined with your InSite Yield Potential Map and historical data, produces an accurate and variable picture of the activity above and below the soil surface in your fields.
4. Compare the cost of your flat-rate fertilizer model to the cost of the variable-rate InSite model on your entire farm for a minimal consult fee. If you decide that variable rate application makes sense on your farm, you will only be charged InSite service fees based on the acres you select.
5. Apply fertilizer using your own variable rate equipment, or South West Ag's GPS-guided precision application services.

Be sure to measure the benefits of increased yield and profitability at harvest. The best way to determine increased yields is by using a GPS-equipped yield monitor on your combine. However you measure your yields, compare your InSiteVRN fertilized fields to your previous results and see the difference for yourself.

***Please call your South West Ag representative to schedule an appointment to create your own Variable Rate Nutrient Plan.***



- a tradition of quality people
- leading through innovation & change
- servicing with value-added solutions

