

Agriculture field optimization program

Harness the power of predictive analytics to improve your profitability

Ever wonder why some farmers are earning an extra \$50 per acre compared to their neighbours, even with similar weather, soil, and growing conditions? The answer often lies in the seed plans they choose, which can significantly influence the productivity and profitability of your operation. It's important to recognize the significance of your choices — what works well, what needs changing, and by how much.

Sign up for MNP's field optimization program and receive data collection support and field-by-field analysis.

Program features

Participants will work with a dedicated analyst who will provide expert knowledge and support in optimizing your farm.

- **Data collection and storage:** Prioritize collecting essential data points for meaningful analysis
- **Data organization:** Seamlessly integrate field data with other data sources from your farm
- **Predictive analytics:** Utilize data from hundreds of real-world results to identify trends and make valuable comparisons for your farm

What you'll gain

Using data techniques and tools to identify trends, correlations, and patterns, your analyst will work with you to generate actionable insights and support informed decisions.



Make money

Gain knowledge on optimal seed variety, timing, and seeder setups to maximize yields.



Save money

Fine-tune fertilizer and seed rates without sacrificing yield.



Convenience

Receive assistance in organizing your data without needing expensive custom software integrations.



Peace of mind

Confidently focus your time and energy on the right data points.

Practical applications of the program

Explore a few common situations where MNP clients have benefited from our field optimization program.

- **Variety choices**
Farmer notices historically light barley yields compared to other regional farms.
- **Seeder upgrades**
Farmer considers upgrading their seeders and seeks unbiased insights into successful practices on farms with similar soil.
- **Fertilizer and seed**
Farmer feels they're leaving money on the table when choosing fertilizer and seed rates.
- **Seeding window**
Farmer wonders if farm-wide production would improve if seeding started earlier or if crop planting order is changed.

Is your data good enough for field optimization?

To begin making informed and data-driven decisions, requires that you first assess your current data maturity. Each stage outlines an improvement in the way data is collected and analyzed. MNP field optimization will fast-track you toward stage four.



Completed

Data is recorded
(e.g. Paper logbook,
cab monitor)



Digitized

XML format
(e.g. Microsoft Excel,
Farm app)



Centralized

All data sources are
consolidated



Refined

Data is turned into
valuable insights



Real-time

Insights provided
immediately

Most farms are stuck here

Where the money is

Common data roadblocks

Navigate the data landscape seamlessly by addressing common roadblocks that, if overlooked, can compromise the integrity of your analysis.

- **Inconsistent field names and sizes:**
Monitors, soil samples, and software may have minor variations in field names, leading to data inconsistency.
- **Outdated equipment:**
Older seeders, sprayers, or combines that lack the capability to automatically collect as-applied data may hinder seamless data integration.
- **Multiple equipment brands:**
Data scattered across multiple equipment portals can pose challenges, making it cumbersome to consolidate into a single, accessible location.

Data sources

Soil

Applied

Yields

Costs

Climate

Get a free data maturity assessment

Connect with an MNP business advisor for a complimentary data maturity assessment. This quick and convenient online assessment takes less than five minutes to complete. Following the assessment, you will receive a summary of your farm's data maturity score. Take the first step toward maximizing your farm's potential.



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Wherever business takes you

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