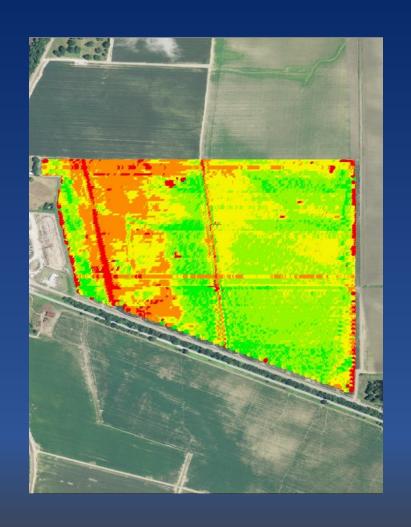
Yield Data The Scorecard

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What Makes a Yield Map The real information contained within a data file



The Hidden Files

- What you don't see
 - 35 files per point
 - 155 acre
 - 54,286 point

Field ID	Latitude	Longitude	Heading	Distance	Elevation	Time	Width	DelStatus	Relative	AirTempe	WindSpeed
0	32.236661	-91.198365	45.2072	7.1101	2.7297	7/28/2011 10:50:05 AM	25.33	False	0	0	0
1	32.236672	-91.198378	355.3972	5.5025	2.1752	7/28/2011 10:50:06 AM	25.33	False	0	0	0
2	32.4466	-91.408145	349.9072	100202.4	85.8694	7/28/2011 10:50:25 AM	12.67	False	0	0	0
3	32.446612	-91.408147	349.9672	4.4134	85.7907	7/28/2011 10:50:26 AM	12.67	False	0	0	0
4	32.446623	-91.40815	350.1472	4.2165	85.9121	7/28/2011 10:50:27 AM	12.67	False	0	0	0
5	32.446635	-91.408152	351.4772	4.3806	85.8891	7/28/2011 10:50:27 AM	12.67	False	0	0	0
6	32.446647	-91.408155	351.2872	4.2493	85.8465	7/28/2011 10:50:29 AM	12.67	False	0	0	0

SoilTemp	WindDire	SkyCondi	SoilMois	FuelRate	Product0	Record01	HarvestM	YieldMas	YieldWet	DryYield
0	Unknown	Unknown	Ideal	10.1838	33f87	On	0	0	0	0
0	Unknown	Unknown	Ideal	11.0952	33f87	On	17.14	0	0	0
0	Unknown	Unknown	Ideal	14.0011	33f87	On	18.75	18.2287	19.0701	0.0112
0	Unknown	Unknown	Ideal	13.7502	33f87	On	18.75	17.5181	18.3266	243.7854
0	Unknown	Unknown	Ideal	13.1161	33f87	On	18.75	17.4062	18.2095	253.5365
0	Unknown	Unknown	Ideal	13.4199	33f87	On	18.27	17.121	17.806	240.0439
0	Unknown	Unknown	Ideal	12.4953	33f87	On	18.27	16.5128	17.1734	238.6661

LoadNumber	LoadName	LoadDest	Operator	Machine	mplement	Client	Farm	Field	Task	OperType	ProcYear
0	Unknown	Unknown	Unknown	9770	Drago	Unknown	Unknown	Elevator	Harvest	Harvest	2011
0	Unknown	Unknown	Unknown	9770	Drago	Unknown	Unknown	Elevator	Harvest	Harvest	2011
0	Unknown	Unknown	Unknown	9770	Drago	Unknown	Unknown	Elevator	Harvest	Harvest	2011
0	Unknown	Unknown	Unknown	9770	Drago	Unknown	Unknown	Elevator	Harvest	Harvest	2011
0	Unknown	Unknown	Unknown	9770	Drago	Unknown	Unknown	Elevator	Harvest	Harvest	2011
0	Unknown	Unknown	Unknown	9770	Drago	Unknown	Unknown	Elevator	Harvest	Harvest	2011
0	Unknown	Unknown	Unknown	9770	Drago	Unknown	Unknown	Elevator	Harvest	Harvest	2011

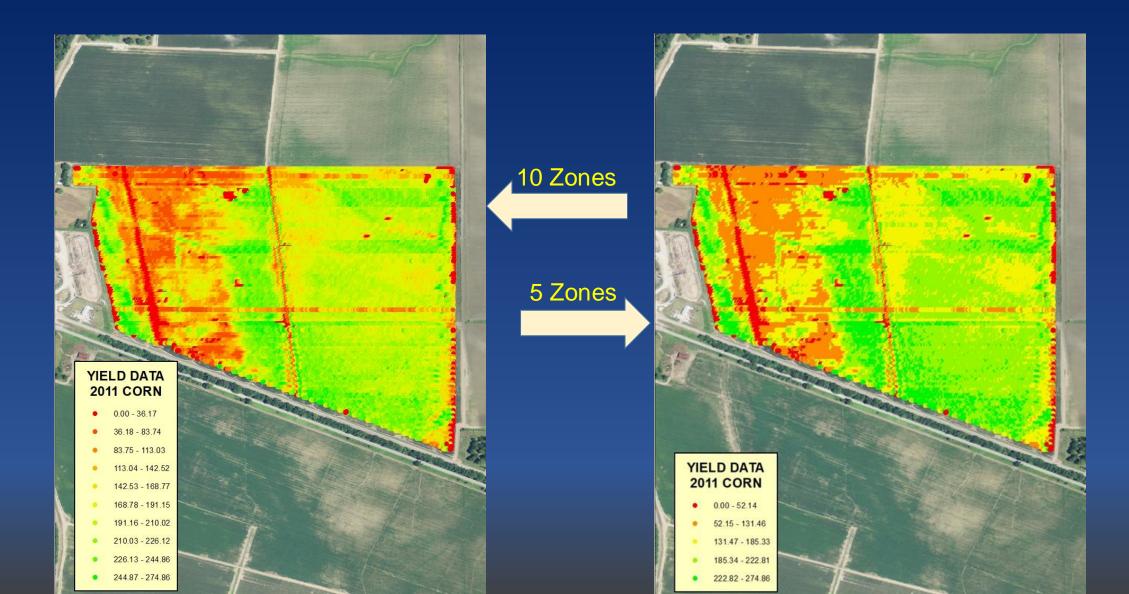
What Are You Using Your Yield Data For

- Generate a color picture to look at
- Bragging rites to friends
- Check the elevator scales
- Identify areas within a field where there are real yield differences
 - Good an Bad
- Assist with sound management decisions
 - Create management zones
 - Variable rate seeding
 - Variable rate fertilizer and lime
- Irrigation planning

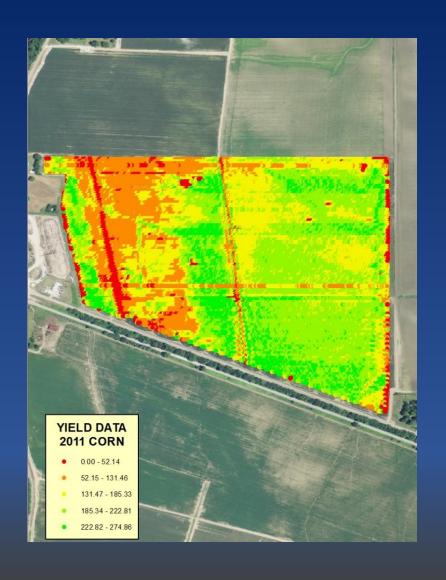
What Do I Want To Look For

- The 3 R's
- Right Field
 - Need your field name to be consistent
 - Check client, farm, field, when changing locations
- Right Crop
 - Make sure what you are harvesting matches the yield monitor
- Right Year
- KISS
 - Keep it simple stupid

How Many Zones Do I Need?



Lets Take A Closer Look



Average Yield 2011 165 bu/ac

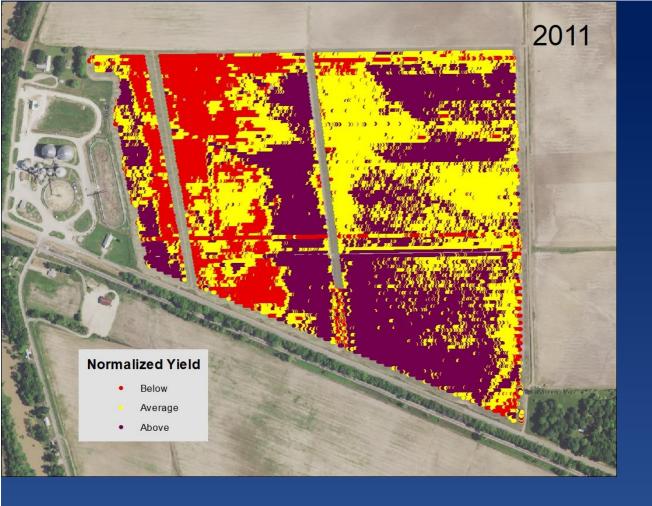
Average Yield 2013

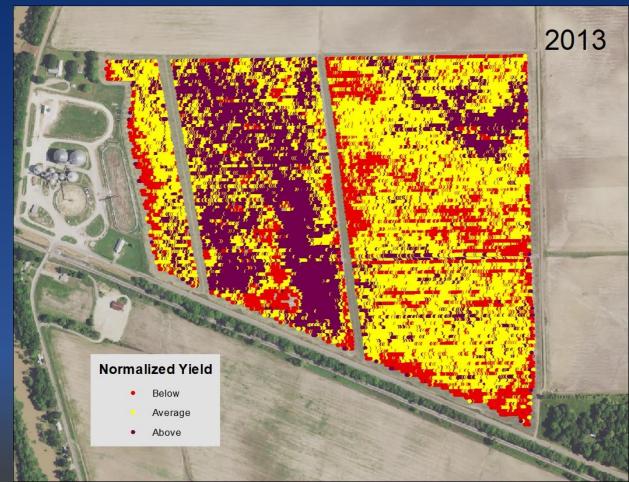
195 bu/ac

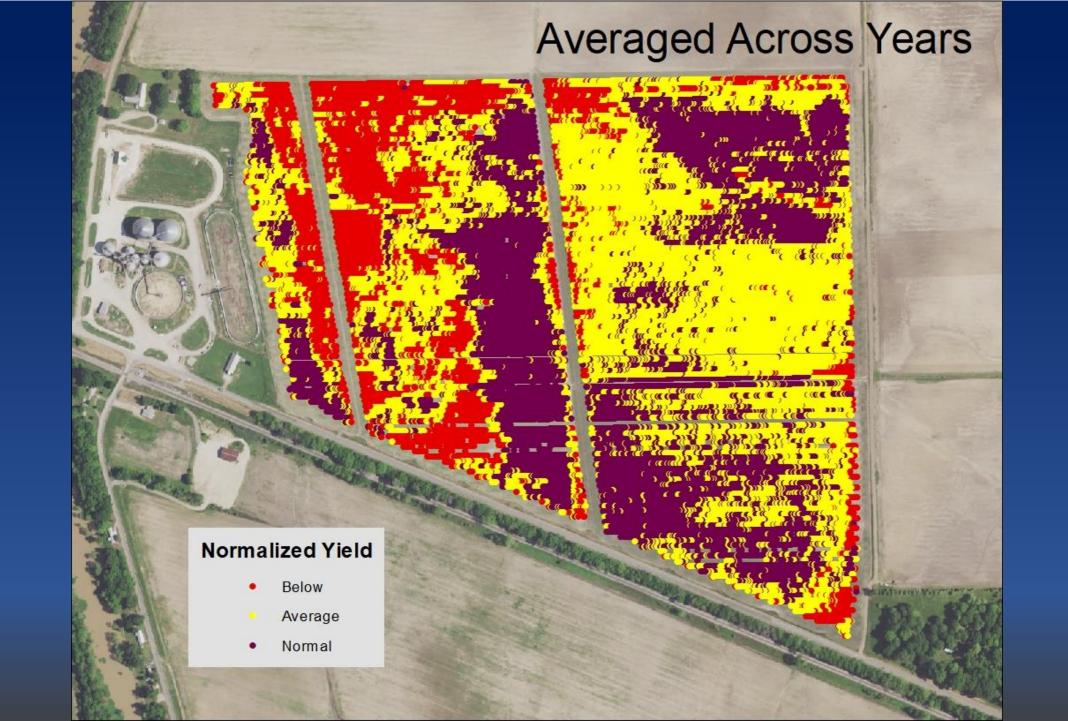


Normalized Yield

- What is normalized yield
- Look at field performance with out using bushels per acre
- Identifies a field as average, above average, below average
- Compare yields across several years and multiple crops
- Removes environmental factors
- How do you normalize yield
 - Divide every yield point by the average yield
 - Results 1 average, greater than 1 above average, less than 1 below average
 - Most software will do this for you



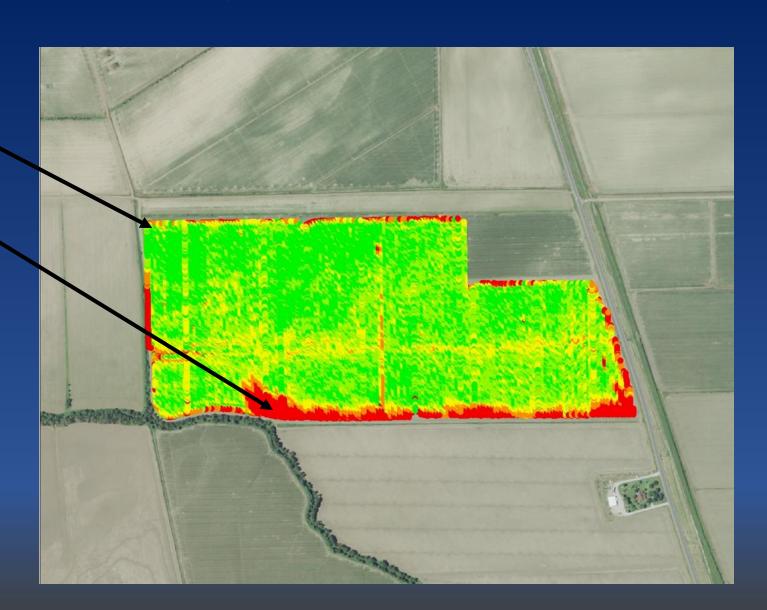




Identifying and Evaluating Issues

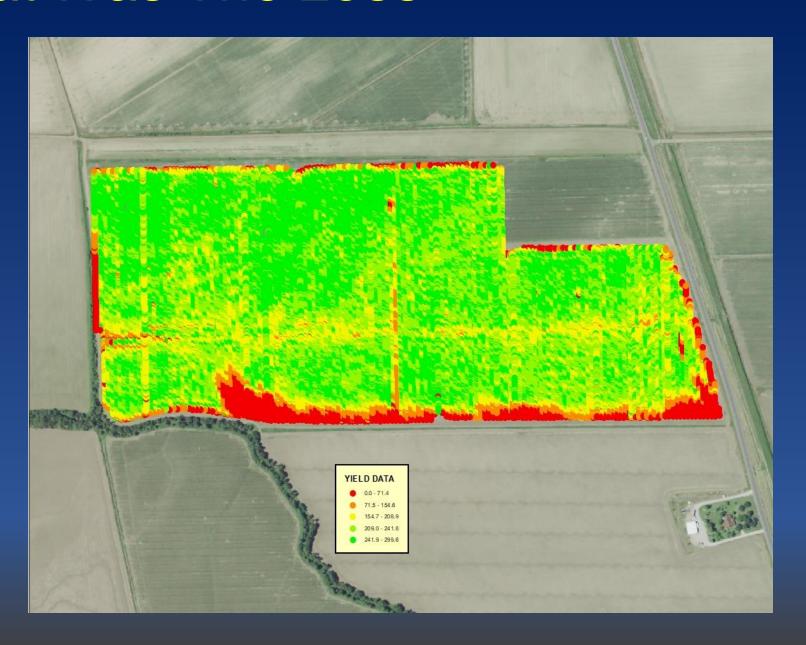
Yield reduction from over watering

Yield loss due to off target application



What Was The Loss

135 acre field
Field average 211 Bu.
Affected area
15 acres to drift
3 acres to over watering
Average yield in drift area 95 Bu.
Average yield at irrigation pipe 100 Bu.



Conclusion

- Data has no value
- Value is how and what you do with the data
- Precision Ag and Big Data will not save you money but it will make you money in the long haul
- You must have input into any decision on your operation
- KNOW ONE KNOWS YOUR FIELD LIKE YOU DO

QUESTIONS