

MEMBER WEBINAR

Pre-Season Planning

March 2020



PRESENTORS



Steve Sinkula – CEO & Co-Founder

Steve brings 15+ years of experience in driving growth with both multinational and start-up agribusiness firms through focused strategy execution, strategic alliances, and innovative service delivery.



Bryce Irlbeck – Account Director & AgriSecure Co-Founder A *fifth-generation farmer* & entrepreneur with a passion for rethinking farm production. Bryce honed his organic agronomy skills at Midwestern Bio Ag being mentored by experienced organic farmers.



Ken Jenkins - Account Executive

Ken is a 1st generation organic farmer and certified crop advisor with a deep background in soil fertility. Ken received a BS in Agronomy from Iowa State University



CROP YEAR 2020MEMBER WEBINAR SERIES

WEBINAR	DATE
Pre-Season Planning	Mar 17 & 18
In-Season Execution	Apr 7 & 8
Crop Protection & Inputs	Jun
Organic Farm Equipment	Jul
Assessing Field Productivity	Aug
Harvest-to-Delivery	Sep
Unannounced Inspections	Dec
Annual Client Meeting (pre- Farmer2Farmer)	Dec
Season Review	Jan



COVID-19 UPDATE

- Priorities are the health & safety of the AgriSecure team & members, and maintaining business continuity
- AgriSecure will eliminate all non-essential travel until April 15th, and will provide updates as we continue to monitor the situation
- Request members commit to virtual meetings & information sharing
 - Web meetings
 - Document sharing leveraging CamScanner phone app
- What can you do to help?
 - Be responsive to requests & proactive in communication
 - Keep AgriSecure MyFarm up-to-date



PROVIDING YOUR RECORDS

Sharing Records

- Email electronic versions (preferably as attachments) to <u>certification@agrisecure.com</u> – include the Farm Entity name & type of record in the subject line
- 2. Email electronic versions to your Account Executive
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CamScanner App: creates multi-page documents using your phone camera.



Training is available at AgriSecure's YouTube page, https://www.youtube.com/watch?v=4NbXWgNAxL0



AGENDA PLANNING FOR SUCCESS

TOPICS

- Building Field Plans for Success
- Managing Nitrogen with Organics
- Leveraging the MyFarm Platform
- Q&A



THE VALUE OF PLANNING

Organic production can be extremely rewarding, both professionally and financially, but requires a thoughtful plan and outstanding execution which is <u>powered by a systems-based approach</u>.





PLANNING IS THE FOUNDATION FOR SUCCES ORGANICS BRINGS COMPLEXITY



Benefits of planning

- Minimizes uncertainties
- Improves communications
- Supports in-season adjustments
- Allows for innovation
- Facilitates tracking for certification
- Helps achieve economics goals



PLANS THAT SUCCEED FIELD ROTATIONS

SIX IMPORTANT DIMENSIONS Marketing Agronomy Revenue Balance Input Purchasing Operations Certification

AgriSecure MyFarm > Crop Rotation Summary

Crop Rotation Plan *, 2019 - 2021							
	Field Name	Acres	2019	2020	2021		
1567	Home Farm West 4	24	Organic Corn	Organic Barley			
3049	Madrid Farm	143		Transitional Alfalfa	Transitional Alfalfa		
1611	Maries	38	Organic Corn (40)	Organic Field Peas	Organic Alfalfa		
1446	Minburn Farm	120	Organic Corn (115)	Organic Field Peas (115)	Organic Corn (115)		
1491	Rockwell City	138	Organic Corn (136)	Organic Field Peas	Organic Corn		
1543	Theilens	73	Transitional Winter Wheat (69), Organic Corn (8), Organic Grass (8)	Transitional Alfalfa	Organic Corn		
2700	Tower Farm 1	56	Transitional Oats	Organic Corn	Organic Field Peas		
2701	Tower Farm 2	55	Transitional Rye (50)	Transitional Oats	Organic Corn		
1545	Weises	55	Organic Corn (49)	Organic Corn (50)	Organic Field Peas (50)		
1612	Wes's Bottom	32	Organic Corn, Transitional Corn	Organic Corn, Organic Cereal Rye (3)	Organic Field Peas		
2703	Wes's East	70	Transitional Rye	Transitional Alfalfa	Organic Corn		



PLANS THAT SUCCEED FIELD ROTATIONS

	Α	В	С	D	E
Y1	Corn	Corn	Corn	Corn	Corn
Y2	Soybeans	Cover Crops / Grazing	Soybeans	Peas/Barley (Alfalfa – FS)	Alfalfa
Y3	Barley or Wheat	Corn	Alfalfa / Oats	Alfalfa	Alfalfa
Pros	Est. markets and economicsSolid agronomic rotation	Est. marketsMaximize corn economicsInputs & management	Est. marketsWeed controlHigher yielding corn	 Reduced management Weed control + agronomics 	Minimal management+ weed controlMinimal inputs
Cons	 Soybean mgmnt Small grain disease control 3rd crop marketing 	Increased cattle managementUnderstanding of cattle market	Increased laborSoybean mgmntAlfalfa Marketing	 3rd crop marketing Labor for alfalfa 	Labor for alfalfaMarketing alfalfa



PLANS THAT SUCCEED EVALUATING EXECUTION CAPACITY

QUESTIONS TO ASK YOURSELF?

What is realistic?

What are the risk?

What is my risk tolerance?

2010																	
			2019								2020						
Activity	Aug	Sep	Oct	Nov	Dec	jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Tot
Custom Application							114										114
Dry Spreading <500#/acre					106	114	84	3		32							339
Soild Manure Spreading	143		105		16	238				282							784
H Gather Bales												143					143
Planting Corn										532							532
Aerial Application												333					333
Custom Spraying										146							146
Cultivating											997	68					1,065
Discing									615	418		475	38				1,546
Field Conditioning									471	333		463	55			138	1,460
Field Cultivating										200							200
Rotary Hoeing										951		785					1,736
Tine Weeder										312							312



PREPARING TO ADJUST (OR CHANGE)

The only things in life that are guaranteed are death, taxes, and... <u>you will need to make in-season adjustments if you are farming</u>

KEYS TO SUCCESS

CUT-OFF GUIDES

- Research the options
- Evaluate the options using data
- Understand the risks & how to mitigate the risks
- Ensure changes fit into the whole farm plan – this year and in the long-term



EXAMPLE OF GREAT PLAN THINKING

DECISION: Should I plant organic corn back-to-back or include a small grain in the rotation this year?

JUST OK

- Corn will be more profitable this year – and I really need that profit
- Corn has a lower risk because I have a better crop insurance guarantee
- I'll do it this year to get myself in a better financial position,... and next year I'll move to a more sustainable long-term field rotation

GREAT PLAN

- Let's evaluate the data about longterm return for the field – including realistic yields
- The 3-year return and risk remains similar if I stick to a balance rotation
- My APH should improve to create a higher floor (or reduce risk) for the future
- My ability to execute a balanced whole farm plan also increases



EXPECTATIONS

MEMBERS

- Create a plan for each field
- Evaluate the ability to execute (equipment & labor)
- Purchase inputs & fertility well in advance
- Reach out with specific questions for support
- Do what you do best raise the crop

AGRISECURE

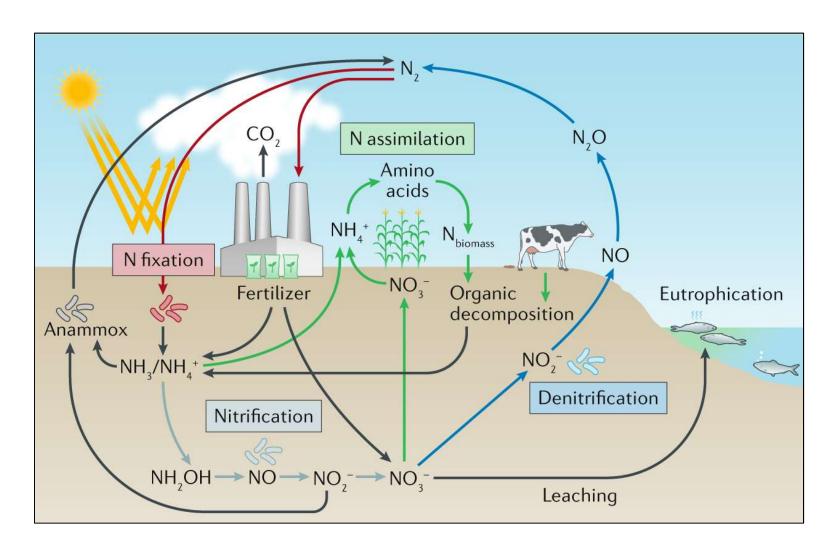
- Understand the organic rules and regulations
- Review for best practices
- Evaluate long-term rotation
- Pressure test for 'bottlenecks' & 'pinch points' before reaching them
- Support field management changes when necessary
- · Provide support when time is limited



Fertility in Organics



NITROGEN CYCLING





NITROGEN MANAGEMENT THE VALUE & DIFFERENCES OF MANURES

HOG MANURE

- Nitrogen availability = 70-100%
- Mainly ammonium nitrogen
- Inorganic nitrogen = dissolves and readily available to plants

POULTRY LITTER

- Nitrogen Availability
 - Year 1 = 40-60%
 - Year 2 = 10-30%
- Organic Nitrogen = slow release, not directly available to plants
- Microbial content helps breakdown organic matter and release nitrogen for plant uptake



NITROGEN MANAGEMENT SELECTING THE RIGHT MANURE & SOURCE

Criteria	Considerations
Source	Poultry, hog, cattleAge or stage of growth will impact N content
Storage	 Storage method will impact N content Covered, uncovered, lagoon, etc.
Diet	Feeding ration impact N-P-K content
Timing	Incorporation, broadcast, knifing, etc.
Rate	Soil testsNitrogen credits from prior crops



NITROGEN MANAGEMENT VALUE OF LEGUME CROPS

Legume	Co	orn	Wheat & Barley			
(Previous Crop)	1st Year	2nd Year	1st Year	2nd Year		
Soybeans	40-50	0	20	0		
Edible beans	20-30	0	10	0		
Field Peas	20-30	0	10	0		

Alfalfa	1st Year	2nd Year	1st Year	2nd Year
4+ years	150	75	75	35
2-3 years	100	50	50	25
1 or less years	40	0	0	0

Source: Minnesota Department of Ag and University of Minnesota Extension



NITROGEN MANAGEMENT VALUE OF COVER CROPS

Species	Seeding Date Range	Winter Kill ¹	Total N (Lbs/Acre/Yr)	Cost/Acre
Austrian Winter Peas	Aug-Sep	Yes	70-150	\$
Balansa Clover	Mar-May, July-Sep	Yes ¹	50-100	\$
Berseem Clover	mid May-Aug	Yes ¹	55-100	\$
Chickling Vetch	Mar-May	Yes	80-100	\$\$\$
Common Vetch	Aug-Sep	Yes	50-120	\$\$\$
Crimson Clover	Jun-Sep	Yes	55-130	\$
Faba Beans	Mar-Apr, Aug-mid Sep	Yes	50-140	\$\$\$
Frosty Berseem Clover	mid May-Aug	Yes ¹	55-100	\$\$
Hairy Vetch	Aug-Oct	Yes ¹	70-200	\$\$\$
Icicle Winter Peas	Aug-Sep	No	70-150	\$
Iron & Clay Cowpeas	Jun-Aug	Yes	150	\$\$
Lentils	Mar-May, Jul-Sep	Yes	20-30	\$\$
Mammoth Red Clover	Feb-May, Aug	No	70-150	\$
Purple Bounty Hairy Vetch	Aug-Oct	No	70-200	\$\$\$
Sainfoin	Apr-May, Aug-Sep	Yes	50-100	\$\$\$
Spring Peas	Mar-May, Aug-Sep	Yes	70-150	\$\$
Subterranean Clover	Aug-Sep	Yes ¹	70-100	\$\$\$
Sunn Hemp	Jun-Aug	Yes	100-140	\$
White Sweet Lupin	Mar-May	Yes	100-200	\$\$\$\$
Yellow Blossom Sweet Clover	Feb-May, Aug	No	100-200	\$

Source: Albert Lea Seed

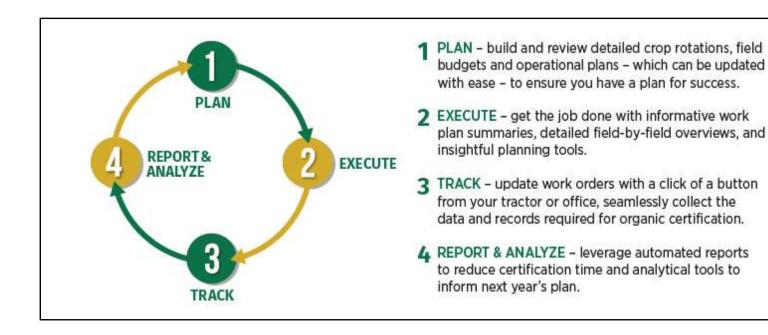
AgriSecure Member Webinar



MyFarm

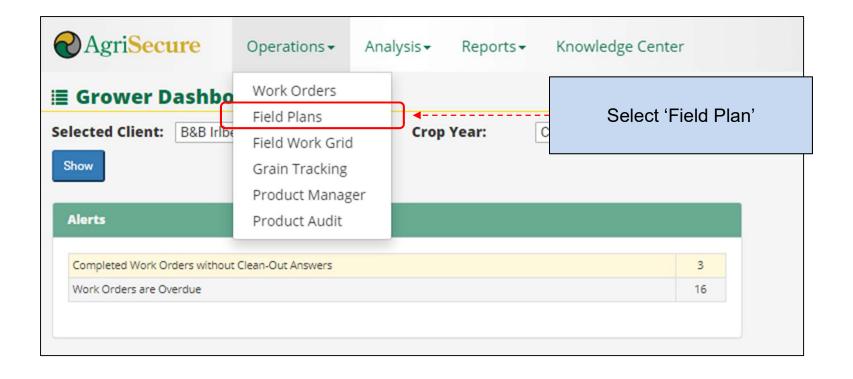


SYSTEMS & PROCESSES TURNING A CHALLENGE INTO AN OPPORTUNITY





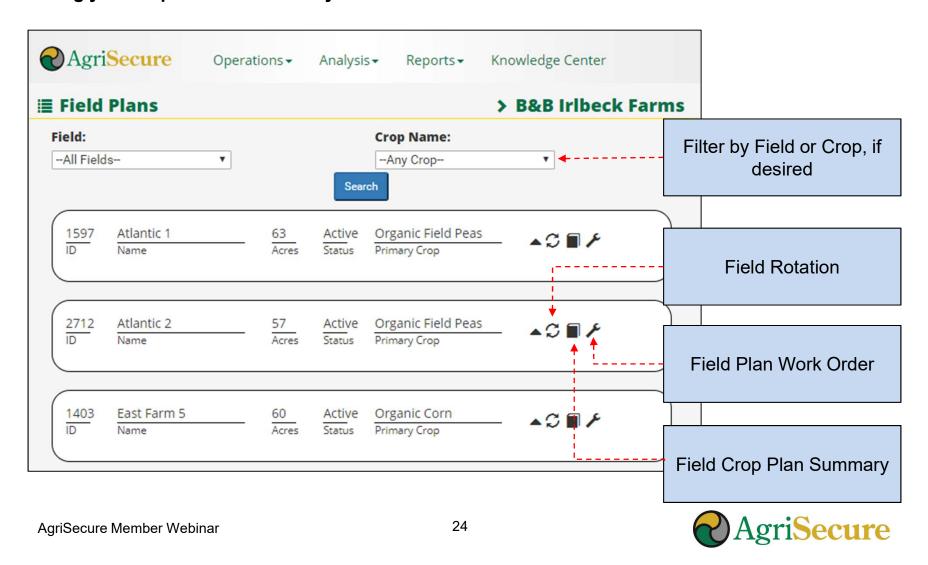
BUILDING & UPDATING A FIELD PLAN



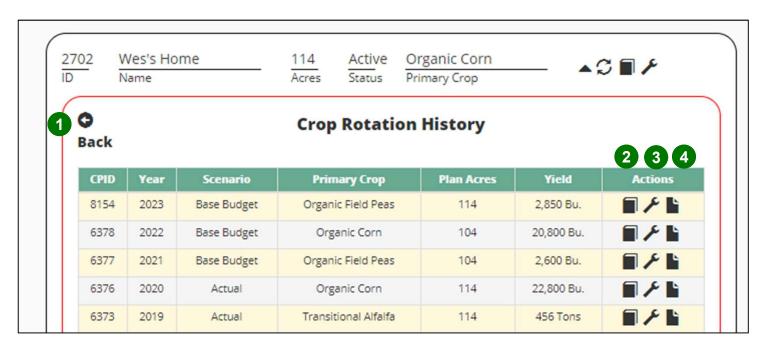


FIELD VIEW

All fields will be listed for the selected crop year, filtering by field or crop type an option, icons bring you to specific functionality



FIELD - CROP ROTATION



#	ICON	ACTION
1	○ Back	RETURN TO PREVIOUS SCREEN (DON'T USE BROWSER BUTTON)
2		VIEW CROP PLANS
3	F	VIEW, EDIT OR ADD WORK ORDERS TO A FIELD PLAN
4	L	RUN/SAVE CROP PLAN REPORT (AS A PDF)



FIELD CROP PLAN SUMMARY CROP, ACRES, RENT, PRODUCTION, PRICE

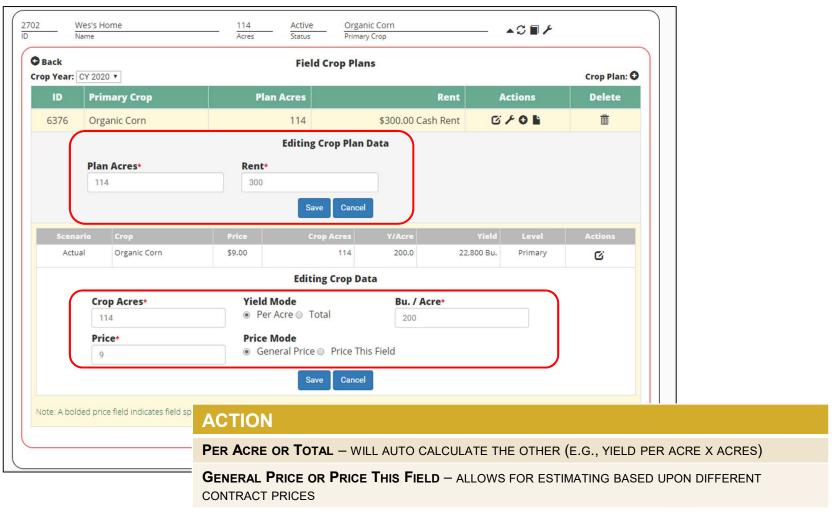


#	ICON	ACTION
1	O Back	RETURN TO PREVIOUS SCREEN (DON'T USE BROWSER BUTTON)
2	Œ	EDIT CROP PLAN ACRES AND RENT, PLANTED ACRES, YIELD, AND PRICE
3	0	ADD CROP PLAN (E.G., A SECOND CROP)
4	L	RUN/SAVE CROP PLAN REPORT (AS A PDF)
5		DELETE CROP PLAN - PROCEED WITH CAUTION!



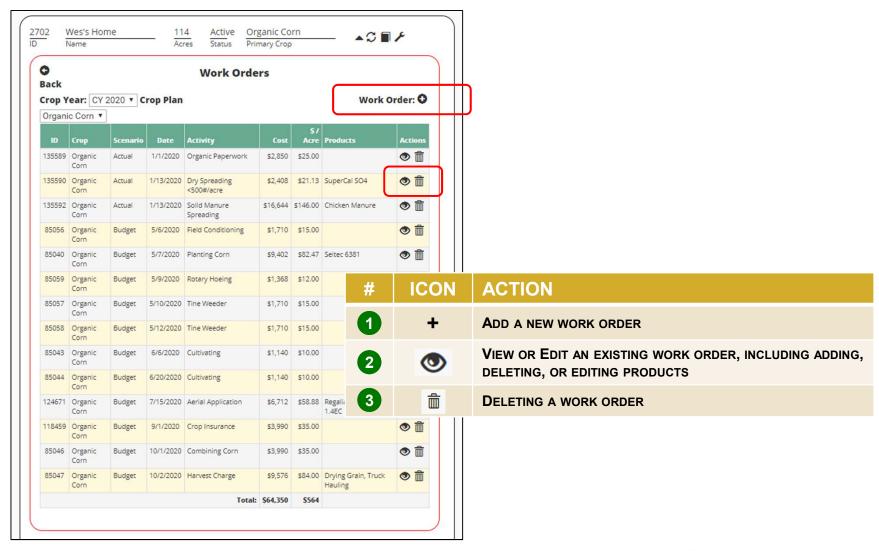
FIELD CROP PLAN SUMMARY CROP, ACRES, RENT, YIELD, PRICE

Area used to update yield and price estimates by field - review with Account Executive



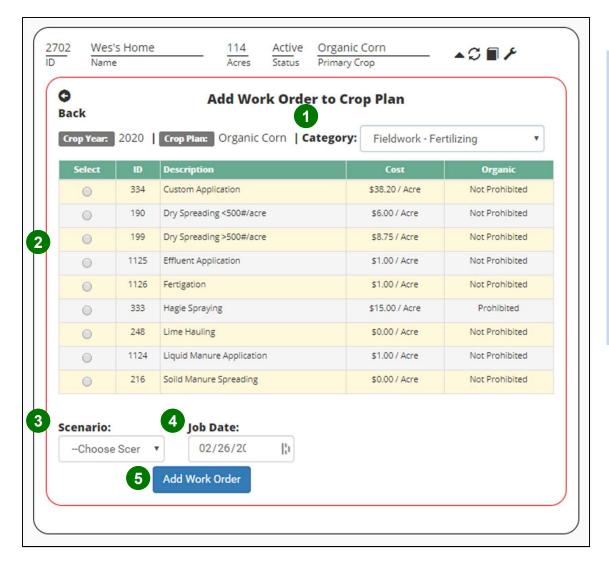


FIELD PLANS - WORK ORDERS & PRODUCTS





ADDING A WORK ORDER

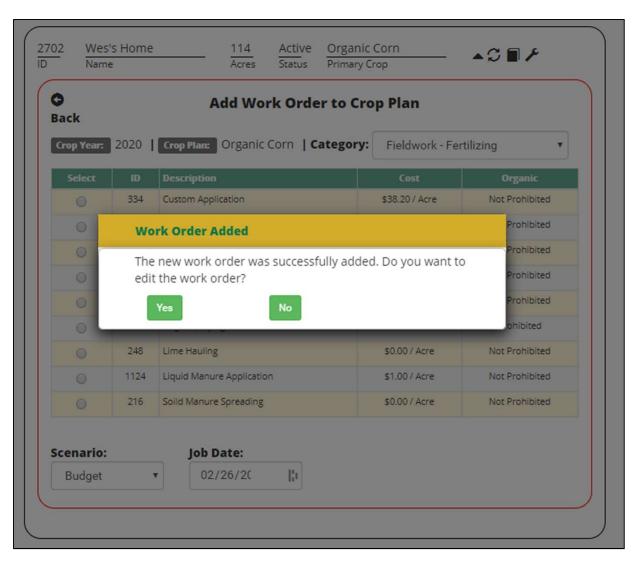


Steps

- 1 Select "Category"
- Pick the "Type" from the category options
- 3 Choose the "Scenario" budget or actual
- 4 Determine the "Job Date"
- 5 Click "Add Work Order"

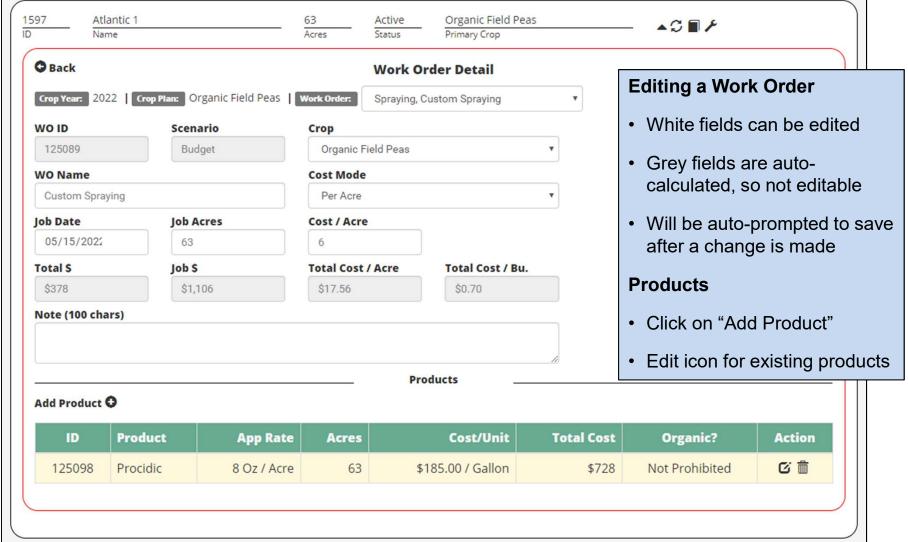


EDITING A WORK ORDER



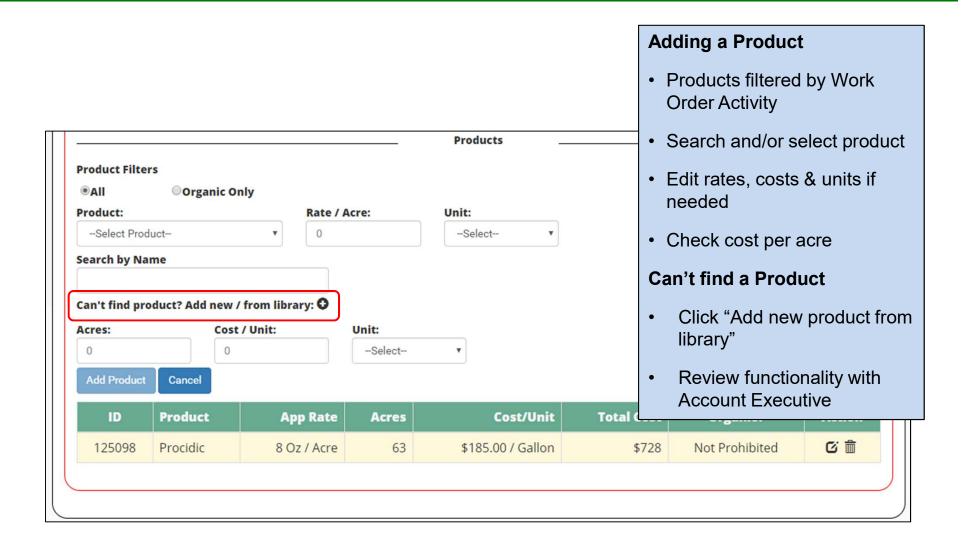


EDITING A WORK ORDER





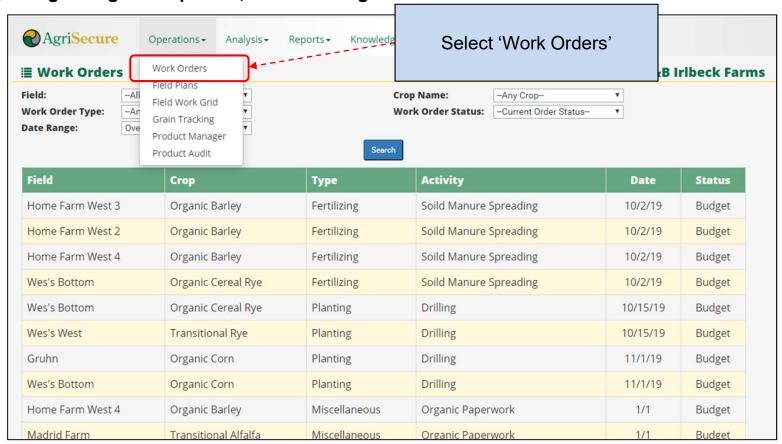
WORK ORDERS – ADDING / EDITING PRODUCTS





WORK ORDERS – UPDATING VIA YOUR PHONE

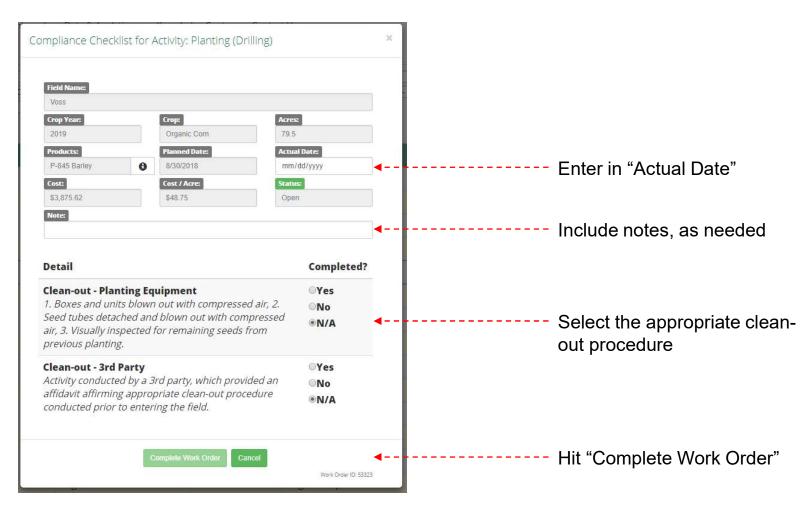
Work Orders can be completed by entering the "Actual Date", and notes can also be cataloged regarding changes or updates, and selecting clean-outs.





LOGGING ACTIVITIES IS REQUIRED TO MAINTAIN ORGANIC CERTIFCATION!!!

WORK ORDERS – UPDATING VIA YOUR PHONE

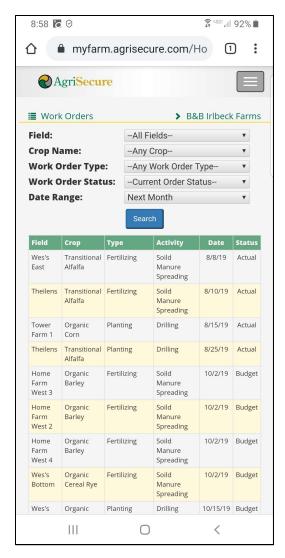




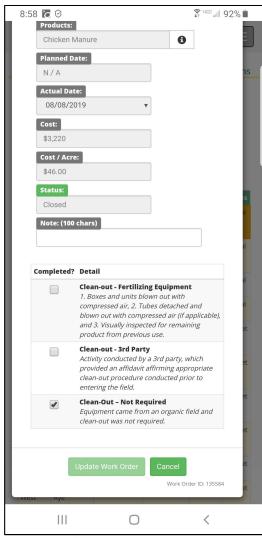
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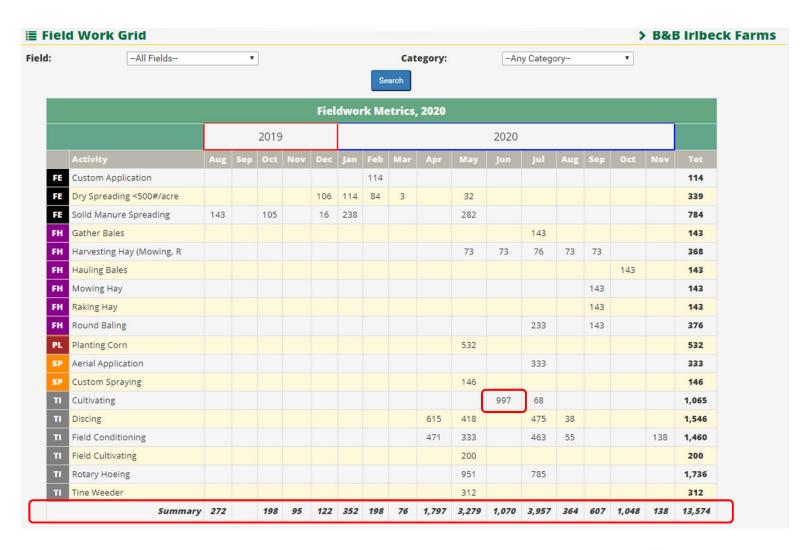








FIELD GRID - ACTIVITIES vs. CAPACITY





FINANCIAL SUMMARY REPORT, By Field (NEW)

Financial Summary, All Fields

Generated On: 3/17/2020 7:51 AM CST

		PER ACRE
	2019	2020
Revenue	\$656.76	\$867.56
Other Crop Revenue	\$45.90	\$299.13
Total Revenue	\$702.66	\$1,166.68
Seed	\$55.21	\$87.17
Fertilizer	\$116.36	\$54.15
Crop Protection	\$8.30	\$11.27
Fieldwork	\$173.67	\$173.77
Irrigation		
Int&Overhead		
Other	\$39.32	\$22.49
Rent	\$195.13	\$256.13
Total Expenses	\$587.98	\$604.97
Total Net Revenue	\$114.69	\$561.71

Financial Summary By Field, Maries

Generated On: 3/17/2020 7:51 AM CST

NOTE: Fields with BLUE font contain automated formulas - do not edit.

PER ACRE								
	2019	2020	2021	Average				
Primary Crop	Organic Corn	Organic Field Peas	Organic Alfalfa					
Yield per Acre	165.00	30.00	4.00					
Price per Unit	\$9.00	\$16.00						
Revenue	\$1,485.00	\$480.00		\$655.00				
Other Crop Revenue		\$320.00		\$106.67				
Total Revenue	\$1,485.00	\$800.00		\$761.67				
Seed	\$89.80	\$166.60		\$85.47				
Fertilizer	\$136.18			\$45.39				
Crop Protection								
Fieldwork	\$192.63	\$123.00		\$105.21				
Irrigation								
Int&Overhead								
Other	\$57.75		\$15.00	\$24.25				
Rent	\$300.00	\$300.00		\$200.00				
Total Expenses	\$776.37	\$589.60	\$15.00	\$460.32				
Total Net Revenue	\$708.63	\$210.40	\$(15.00)	\$301.34				
Break Even Yield	86.26	36.85	0.00					
Break Even Price	\$4.71	\$19.65	\$3.75					



PROVIDING YOUR RECORDS

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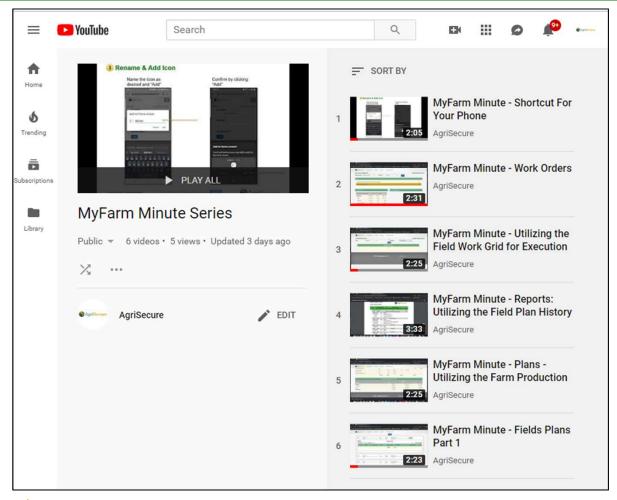


BE A MyFarm JEDI





MyFarm MINUTE VIDEO SERIES





Visit http://bit.ly/MyFarmMinute



AgriSecure MyFarm Icon Guide

ICON	ACTION
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0	ADD AN ITEM RELATED TO THE CURRENT SCREEN
	Run/Save a report as a PDF
	DELETE - PROCEED WITH CAUTION!
	VIEW FIELD CROP PLANS
•	VIEW ITEM SELECTED, OFTEN ENABLES ABILITY TO EDIT NEXT
S	VIEW FIELD CROP ROTATION
F	VIEW OR EDIT WORK ORDERS FOR A FIELD PLAN
	COLLAPSE (OR EXPAND) CURRENT VIEW



THANK YOU

