Association of Equipment Manufacturers

Modern Ag = Stewardship

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On Target – A lot of R&D into Maximizing Inputs

- Field mapping
  - Yield monitors
  - Soil testing
- Variable rate tillage
- Ground injection systems
- Variable rate/Multi-hybrid planters
- Sprayer controls
  - Section control
  - Dual air systems
  - PWM nozzles
  - Boom height control
- Auto-steer
- Green Seeker
- Variable rate harvesting

Tangible Benefits

- Auto Guidance
  - 5% reduction in inputs
- Section Control
  - $1.5-$25
- Multi-Hybrid Planter
  - 9.5 bu/a increase/$50 in profit
- VRT Seeding
  - $12.53 per acre
- VRT Fertilizer
  - $36-$88 per acre (no till corn)
  - $12.50 per acre (cotton)

Source: Various, AEM 2019

Coming Soon – Super Precision

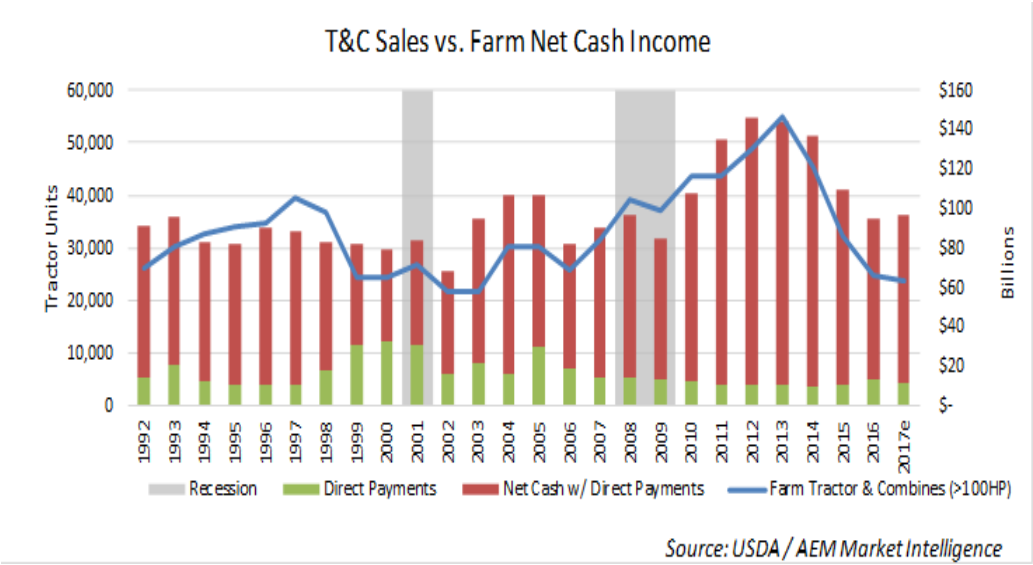
- Weed recognition technology
- A.I. enabled ag data
- Next gen sensors
    - SmartFirmer
    - Soil moisture
    - Radar
- Autonomy

Policies Must Change With Technology

- Allowed application rates
- Rural broadband
- Federal Aviation Administration
- Unmanned off-road regulatory framework

Key to farmer adoption of stewardship technology

Profitability



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