

## IN GOOD HANDS



By Terry Panbecker

Every farmer understands that there will be seasons that bring unfavorable growing conditions which may lead to a less than optimal yield; however, our MAPS team would like to provide you with ways that we can still help you achieve your farming goals. Our options are many at MAPS in terms of products and solutions that are available to you,

but when it comes down to it, we are here to simply help you make your farming operation more successful and improve your bottom line. We want to ensure that you are in good hands and have the resources to move towards your yield goals for 2013.

In our MAPS hardware product line-up, we have today's newest and most advanced precision ag display systems. The capabilities of these displays continue to progress and allow for more integration between equipment, operating systems, and farm networks, which lets your operation function more efficiently. Even in a year where there is uncertainty in your farming operation, we offer flexibility to help you make these purchases with valuable financing options from both in-house and out-of-house lenders. Some features of our financing options include 90-day 0% delayed interest, structured terms, lease payment options, and payment flexibility options. Other flexibility comes in the form of valuable rebate or trade-in programs from specific product lines. This helps make it more

accessible for you to stay on top of the most efficient hardware available. When the amount of money spent on inputs becomes increasingly important, these types of products are what helps save you dollars. Overlap, skips and field variability all play a huge factor in how much you are spending on inputs. Your investment in precision hardware displays and the solutions that they can provide can make a large bottom line difference.

In addition to the equipment you are utilizing, you must also be sure you have a proper fertility program in place. As varied as yields are this fall, so will be the nutrient levels in your fields. MAPS has access to several ways to test for nutrient levels and can work with each producer to find what will best fit their operation to prepare a fertility program for next year's season. A new handheld tool from Trimble is now available to help you determine your fertility needs as well. The GreenSeeker handheld crop sensor is a measurement device that assesses a plant's health by providing a calculated reading. The reading is used with yield goal and crop stage specifics to calculate in-season nitrogen needs. This tool, valued at \$500, will allow you to make accurate nitrogen management decisions and take immediate action. ■



MAPS welcomes a new addition to our hardware team. **Shane Davis**, of Humboldt, will be servicing our precision ag hardware customers out of our Fort Dodge office. Later this fall, he and the hardware team will be located in our new Humboldt Agronomy Solutions Center.