Developing and teaching effective record keeping strategies
Beginning Farmer Learning Network Conference
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Outline

1. Principles of teaching farm record-keeping
2. What tools to teach and when?
3. How does AgSquared work?
4. Who does AgSquared serve?
5. What opportunities are there for farm service providers in the context of AgSquared

1. Teaching record keeping

Why do we keep telling farmers to keep records?

Because farm records make everyone’s jobs easier and more successful!

1. Teaching record keeping

Good Record Keeping = Targeted and Organized Record Keeping

Value that record keeping provides:
1. Agronomic
2. Financial
3. Compliance
4. Workflow
1. Teaching record keeping

Key points to focus on:
1. Keep it goal oriented
2. Focus on the process – who / what / when / where / how
3. Front-load the process
4. Revisit the process and goals often

2. What tools to teach

Choice of tool to teach can depend on:
• The industry (dairy, commodities, produce etc.)
  – Farmeron, Farm Logs, AgSquared

Choice of tool to teach can depend on:
• Level of connectivity on the farm
  – Paper, desktop based, cloud based

• Level of comfort with technology
  – Previous work background
A combination of previous points …

3. Bridging the divide

Undeniable facts about farming:
1. It happens in the field, not in the office
2. It is wet, dusty, cold, hot, muddy
3. It rarely goes according to plan

1. Help new farmers recognize how on-farm processes map onto office processes
2. Recognize when it is better to keep records on paper and when there is a clear advantage to adopting a software system for record-keeping
  1. Certain GAPs records
3. What is AgSquared?

AgSquared helps farmers:

- Optimize their production plans for Reduced Costs Greater Profits
- Manage their operations more efficiently and learn from their records.
- More easily adhere to requirements for Certification Compliance Traceability

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4. Who does AgSquared serve best?

1. High diversity operations
2. Young and beginning farmers
3. Farmers with technology backgrounds
4. Farmers in peri-urban areas

4. AgSquared case studies

- Lara and Roger Anderson – Farm Where Life Is Good
  – Beginning farmers using AgSquared to scale their operation
4. AgSquared case studies

- Richard Kanak – Four Sisters Farm
  – Building on his technology background to optimize his new farm

- Scott Thellman – Juniper Hills Farm
  – Streamlining farm management and team coordination

- Paul Sorenson – Gravel Springs Farm
  – Getting things done on the farm

- Eric Rozendaal – Rockville Market Farm
  – Experienced farmer using AgSquared for task management

4. Who will AgSquared serve next?

1. Farmers with poor internet connectivity in the field
2. Farmers with less diversified operations
3. Livestock applications
4. Who will AgSquared serve next?

5. AgSquared for new farmer educators

1. Provide a platform for teaching different aspects of farm planning and management
2. Assist with implementation of recommended practices
3. Assist with identifying opportunities for individual improvement / skill assessment
Thanks!

Questions?