

# Press Release

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## Computer application for spreading resources

### Pragmatic precision farming with existing technology

The application developed by 365FarmNet for the spreading of resources (seeds, fertilisers, pesticides) as well as for soil tillage automatically identifies field boundaries and field differences from the aerial photograph or other suitable image materials (soil map, yield map, google earth map). Based on these results, the farmer defines zones for the site-specific measure. During the activity an app signals the zone transition and the planned intensity so that the farmer can manually adjust the application for this limited area on the terminal.

For example fertilisation: The application proposes graphic zones for the specific plots to the farmer. Changing the established zones is easily possible. The farmer assesses each zone in relation to the defined “normal zone” on the plot of land (100%, 70%, 120% etc). Should he wish to carry out a planned measure, he defines the spread rate for the 100 % zone. The other zones are converted accordingly. During spreading the app shows his exact position and the planned amount of fertiliser. In addition, it generates an acoustic and optimal signal as soon as the driver enters a new zone. According to the display of the fertilizing intensity the driver adjusts the spread rate and speed.

### Development of a structured data pool

Using the app fertilisers can be assigned in the best possible way based on the site-specific yield potential. It is possible to save on fertilisers and protect the environment, if site conditions are taken into account. The app also enables the farmer to both work accurately as well as mobile with regard to the correct spread rate and the effective use of fertilisers. This also includes the transmission of the application map to the documentation app and facilitates the farmer’s orientation and overview. He is able to precisely control the demand-oriented distribution – in spite of limited spread rates –

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and to get the optimum from the whole of the soil as well as to increase productivity. Additionally, he has full control and reliability in the decision-making process for the entire planning and working process.

This is done above all to enable the farmer to bring his existing technology up to date. It only requires a small investment to take initial steps towards a mobile, site-specific land management. All data can be mirrored back into 365FarmNet or other farm management information systems using the app. The farmer thus establishes a structured data pool he is able to use for planning and documentation purposes.

## **Quality and yield are increasing**

Another benefit is that resources can be used even more effectively and as a result unit costs can be reduced. This is a key aspect in view of increasingly volatile markets. On the other hand yield and quality are increasing steadily due to balanced resource management. The farmer produces more even and healthier crops, however, i. e. the adjustment of the fertilisation strategy remains the responsibility of the farmer with regard to quantity and frequency as well as local needs. Without additional investment the existing machinery can be used for this practical method.

## **Ecological relief**

The increased attention paid to site-specific needs and the earning capacity with the plot allows for targeted application of resources and therefore leads to easing the ecological burden. In addition to fertilisation the farmer is able to establish plot zones where he wants to spread more or less pesticides or seed. This also applies to treatment measures.

## **Starting Precision Farming**

Site-specific fertilisation is a crucial element in the concept of Precision Farming. Using the app the farmer is immediately able to take part in the trendsetting way of

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agricultural management and gain useful experience. This promotes the acceptance of Precision Farming as a whole and represents an excellent opportunity to create broad-scale awareness of the concept. The farmer has more security when it comes to planning and decision-making – especially for farmers who would like to implement this system of soil-specific and targeted agricultural management on their farmland for the first time.

## **Future-oriented application**

Furthermore, site-specific fertilisation with the app is very simple to implement as it is carried out semi-automatically and does not require any major investment with regard to know how and technology. The use of mobile terminals such as smartphone and tablet PC is future-proof and is able to successfully combine existing technology and modern, mobile applications.

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This press release can also be found online:

[www.365farmnet.com/press](http://www.365farmnet.com/press)

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