

# 2020



ADVANTAGE  
ACRE®

# ADVANTAGE ACRE® THE AGRIGOLD WAY

There's something happening in your fields ... it's nothing you can see, smell or taste, but it could have a big impact on your farm. It's multiplying by the trillions daily. It's in your soil, your crops and it's even in your machinery. It travels in every rain droplet and every August GDU. That something is data ... and in that data lies the knowledge to improve your management practices, reduce risk and maximize yield on every acre you farm.

This is why AgriGold® is investing in digital ag technologies and leading the digital transformation of the seed industry. While this is a very exciting time in agriculture, we also know it can mean uncertainty and apprehension for many as they look to integrate new digital tools into their farming practices.

To support you in this task, we are introducing a comprehensive plan that will allow you a simplified path to greater optimization and visibility over your farm, fields and operation.

Here we'll discuss ways you can integrate tools like Advantage Acre into your current farming practices.

## PRE-PLANT

- Optimize your seed plan
- Gain insight on hybrid placement
- Improve on-farm communication

## IN-SEASON

- Improve field visibility
- Insight to plant health
- Mitigate risk

## HARVEST

- Analyze results
- Gain insight into performance
- Utilize data + analytics





# ADVANTAGE ACRE PLANNING



We've combined our knowledge of genetics, the comprehensive understanding of soil and WeatherTrends360® advanced forecast to assign a productivity index to each unique environment.

With this enhanced, dynamic knowledge, our recommendations may change from year to year. Rely on our AgriGold Representatives to help you place the right genetics on the right acre. Starting with a sound seed and agronomic plan will help guide decisions throughout the season.

 **KNOWLEDGE  
BASED DECISIONS**

 **OPTIMIZED  
SEED PLAN**

 **BETTER ON FARM  
COMMUNICATION**

## WHAT WILL THE WEATHER BE LIKE THIS YEAR?

### REVIEW 11-MONTH WEATHER FORECASTING

Get a clearer picture of future conditions with WeatherTrends360® to make more proactive decisions on your farm without using previous years' data.

## WHAT'S MY HYBRID PLACEMENT + POPULATION PLAN?

### TUNE FIELD-BY-FIELD PLANNING

Understanding how to maximize your seed's potential begins with genetic knowledge. Utilize our field-by-field planning approach to reduce risk and maximize yield.

## HOW DO I DETERMINE FERTILIZER + TILLAGE PRACTICES?

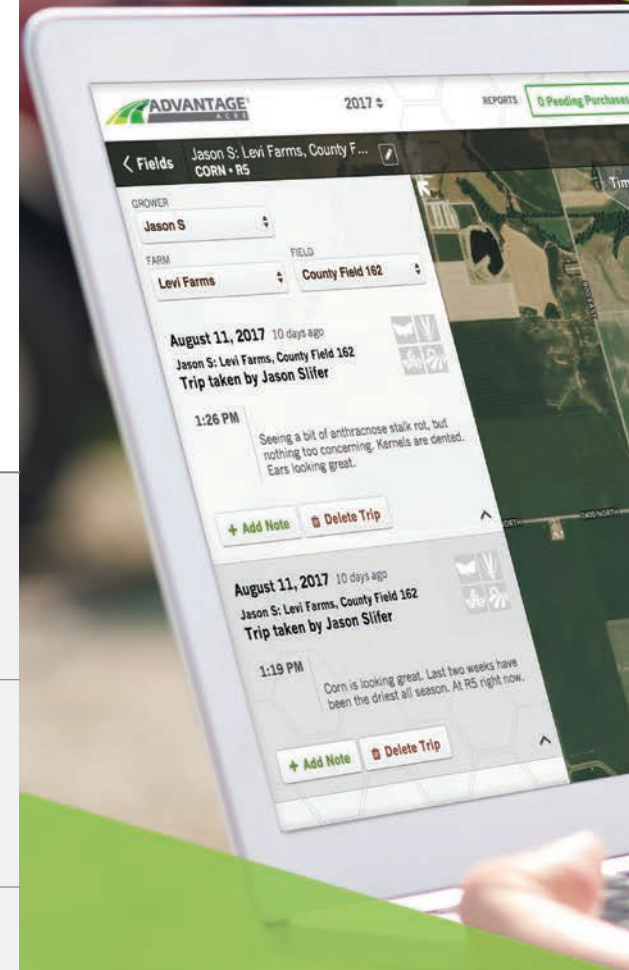
### STUDY FUNCTIONAL SOIL MAPS

While standard USDA soil maps generally classify and name soil types as broad units based on appearance, functional soil mapping focuses on soil behavior and topography with a three-dimensional approach.

## HOW DO I REDUCE RISK?

### STRATEGIC PRODUCT PLACEMENT

AgriGold classifies every one of its hybrids into genetic families based on its genetic background and agronomic characteristics. Knowing a hybrid's genetic family helps simplify management, reduce risk and maximize results in your field.



# AGRIGOLD PLANNING

## ADVANTAGE ACRE PLANTING

Ensuring proper seed placement is critical to obtaining higher yields. Optimize your planting practices by using our seeding recommendations for static and variable rate planting.

Utilize our test blocks to validate appropriate planting populations on every acre. To have a premier in-cab experience, pair our recommendations with Climate FieldView™ to experience real-time results.

### STRATEGIC HYBRID PLACEMENT



### OPTIMIZED MANAGEMENT PLAN



### MAXIMIZED PERFORMANCE POTENTIAL



#### VERIFY EARLY SEASON WEATHER

Utilize the timeline feature in Advantage Acre® to help determine when an optimal planting date might be.

#### WHAT IS THE BEST PLANTING DATE?

#### EXPORT VR RECOMMENDATIONS

Easily export your seeding plan to your monitor or link it to your cab using MyJohnDeere® or Climate FieldView™.

#### WHAT IS MY OPTIMAL SEEDING RATE?

#### TEST BLOCKS

Easily set up test blocks to determine the best population on each field by creating seeding recommendations in Advantage Acre®.

#### HOW DO I VALIDATE MY SEEDING RATE?

#### ENHANCE IN-CAB VISIBILITY

Pair Advantage Acre's recommendations and timeline feature to help make informed decisions with Climate FieldView™'s in-cab features to make on-the-go decisions.

#### HOW DO I INCREASE MY EFFICIENCY?

## AGRIGOLD PLANTING

ADVANTAGE ACRE

# VIEW

Mitigate risk by monitoring your crop all summer long. Work with your local AgriGold Representative and the Advantage Acre® scouting app for enhanced visibility of your fields.

Using these tools can help gain greater insights into your plants' health along with our complementary tools in collaboration with Climate FieldView™ and MyJohnDeere®.



**ENHANCED VISIBILITY  
OF YOUR FIELD**



**GREATER INSIGHT  
INTO PLANT HEALTH**



**MITIGATE  
RISK**

## HOW IS MY CROP PROGRESSING?

### ESTIMATED GROWTH STAGE DEVELOPMENT

Utilize GDU accumulations and the scouting app to monitor your plants' health and determine how the plant will mature with this year's weather forecast.

## DO I NEED TO MODIFY APPLICATIONS?

### REVIEW NITROGEN AVAILABILITY

Advantage Acre's nitrogen availability tool can help you have a better understanding of the amount of nitrogen available and the amount of loss you have in each field.

## DO I HAVE ANY CHALLENGE ZONES?

### REAL-TIME MONITORING OF FIELD HEALTH

Use imagery to see your fields like never before by using the Field Health Advisor in Climate FieldView™.



### UNCOVER VALUABLE FIELD INSIGHTS

Uncover valuable insights for next season with tools that help you analyze crop performance at the field level or by field zone. Use in-season imagery to identify issues early and take action to protect yield.



AGRIGOLD  
**VIEW**

ADVANTAGE ACRE  
**REACT**

Because of your access to information and enhanced visibility, you can make more informed decisions in-season.

The actionable insights derived from Advantage Acre® and other complementary platforms can help protect yield potential before harvest.

**PROACTIVE  
APPROACH**



**QUICKER REACTION  
TO CHALLENGES**



**PRECISION SOLUTION  
MANAGEMENT**



**REVIEW SCOUTING REPORTS**

Work with your local AgriGold Representative to make in-season decisions based on scouting activity and access in-season imagery through the Field Health Advisor in Climate FieldView™.

**ARE THERE VISIBLE  
IN-SEASON PRESSURES  
AND STRESSES?**

**APPLICATION STRATEGY**

Based on scouting notes and weather tracking, access the need for fungicide applications and optimum timing.

**DO I NEED TO  
APPLY FUNGICIDE?**

**UTILIZE VR NITROGEN**

Our VR nitrogen tool can aid in the estimation of available nitrogen and in the decision to apply more.

**ADDITIONAL NITROGEN  
APPLICATIONS?**

**OPTIMIZE YOUR INPUTS**

Optimize inputs to maximize yield and profit on every acre with variable rate seeding potential tools, nitrogen management tools and fertility scripting tools.



AGRIGOLD  
**REACT**

ADVANTAGE ACRE

# HARVEST

Collecting harvest and yield data confirms visual cues on critical decisions made in your seed and agronomic plans.

Visual inspection from the combine along with in-cab analysis tools provide instant feedback.



**ENHANCED  
VISIBILITY**



**PRODUCT  
PERFORMANCE**



**FIELD  
PERFORMANCE**

## WHAT IS MY ESTIMATED YIELD?

### REVIEW SCOUTING REPORTS

The Advantage Acre® scouting app has a unique feature to help you gauge your crops progress by estimating your yield potential.

## WHEN WILL MY CROP BE READY FOR HARVEST?

### UTILIZE ESTIMATED STAGE DEVELOPMENT

The timeline feature in Advantage Acre will calculate estimated plant stage development to help you make management and harvest timing decisions.

## WHEN WILL HARVEST CONDITIONS BE MOST IDEAL?

### DETAILED WEATHER FORECASTS

Take a look into the future to aid your decision-making to find an optimal harvest window. WeatherTrends360® can help predict when the weather will be most ideal for harvest.

## WHICH DECISIONS WERE MOST PRODUCTIVE?

### COMPARE

During harvest you can use instant, in-cab features with complimentary Climate FieldView™ to help determine which decisions were most productive along with reviewing your Advantage Acre test blocks to validate your populations and plan for next year.



AGRIGOLD  
**HARVEST**



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## ANALYZE

Easily analyze performance by hybrid, functional zone, cation exchange capacity and more by using our advanced analysis features in Advantage Acre® Plus and tools in Climate FieldView™.

Together, both platforms unlock enhanced field visibility to allow you to gain a deeper insight at a field-by-field level.

**DATA  
VISUALIZATION**



**GREATER INSIGHT INTO  
SEASON SUCCESS**



**SINGLE SOURCE FOR  
DATA + ANALYTICS**



### YIELD RESULTS

Upload your yield results and review your management practices to determine if the best in-season decisions were made based on productivity.

**SHOULD I ADJUST MY  
AGRONOMIC PRACTICES?**

### VALIDATE TEST BLOCKS

Review your seeding recommendations to gain greater insight into your seasons successes and determine what changes need to made.

**WHAT WAS AN OPTIMAL  
PLANTING RATE?**

### SET OPERATIONAL + BUDGETARY GOALS

Evaluate crop performance using both Advantage Acre® and Climate FieldView™ to understand performance on every field and compare critical field layers to determine how agronomic practices impacted yield.

**HOW DO I REDUCE RISK  
AND IMPROVE ROI?**

### ADJUST SEED PLANS FOR NEXT YEAR

Work with your local AgriGold Representative to help review which hybrids and populations were most successful and create a seed plan for next year.

**WHAT CROPS WILL I  
PLANT AND WHERE?**

AGRIGOLD  
**ANALYZE**