

Precision name of planting game

Written by Elizabeth Barrett
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Farmers use technology to maximize profits, minimize mistakes

Brandon Carter fielded 259 phone calls one day last week and numerous text messages as area farmers hitched up their planters and headed out to plant corn.

Carter answered questions from farmers in their fields, treated soybean seed at his business and consulted with farmers on site.

Spring planting in central Nebraska has begun in earnest and Carter, owner of Carter Ag Services, is in demand.

That's because the agronomist sells Precision Planting equipment that helps farmers boost crop yields and reduce waste by using satellite mapping and computers to match seed, fertilizer and crop protection applications to local soil conditions.

"No two fields are planted exactly the same," he said. "As a result, we want farmers to plant as efficiently and accurately as possible."

The heart of precision farming, he said, is adjusting farm practices to match differences of soil and terrain—throughout a field—with the right amount of inputs.

For example, after sampling soil in a field, Carter figures out the quantity of inputs needed.

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WE WANT farmers to plant as efficiently and accurately as possible
BRANDON CARTER
Precision Farming
equipment site

~~When it comes to precision farming, it's not just about the technology, it's about the people who use it. Brandon Carter, a farmer from North Carolina, is one of the many who are using precision farming to improve their yields and reduce their costs. He says that precision farming has helped him to plant more accurately and efficiently, and that this has led to a significant increase in his profits. He also says that precision farming has helped him to reduce his environmental impact, and that this is a big benefit for him and his community. Brandon Carter is a true leader in the field of precision farming, and his success is a testament to the power of this technology. If you're a farmer, you should definitely consider using precision farming to improve your own operations. It's a game-changer, and it's time to get on board.~~