

## Precision name of planting game

Written by Elizabeth Barrett  
Thursday, 03 May 2012 14:03 -

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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  
operator site

~~...the simple truth is that planting is a business and it's not just about the plants. It's about the money. It's about the time. It's about the accuracy. It's about the efficiency. It's about the precision. It's about the name of the game.~~