

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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BRANDON CARTER
Precision Farming
representative

~~Brandon Carter, Precision Farming representative, says the company's new precision planting technology will help farmers plant more efficiently and accurately, reducing fuel and seed costs. The technology uses GPS and sensors to monitor the planting process and adjust the planter's depth and spacing in real-time. Carter says this will result in higher yields and lower input costs for farmers. Precision Farming is a leading provider of precision agriculture solutions, and this new technology is a key part of their commitment to helping farmers optimize their operations. The company's solutions are designed to improve efficiency, reduce waste, and increase profitability for farmers. This new technology is a significant step forward in the precision agriculture industry, and Carter is confident it will have a major impact on the way farmers plant their crops. The technology is currently being tested in several fields, and Carter expects to see widespread adoption in the coming months. This is a game-changing technology for farmers, and Precision Farming is proud to be at the forefront of this innovation.~~