



Data Management Tool Tracks Agricultural Sustainability

The J. R. Simplot Company set a goal seven years ago to build an agronomic tracking system to help agricultural producers and processors in the United States document sustainability initiatives, meet requirements for input tracking, and demonstrate good stewardship.

This resulted in a web-based data management system, The Agri-Data Solution™, that recreates a virtual farm environment and replicates everything that happens on a physical farm.

The Agri-Data Solution created by the Simplot Company and its joint-venture partner, U.S. Agri-Data Solution LLC, is helping lead the way toward the use of more sophisticated agronomic data management, analysis, and reporting tools.

“It’s the farm of the future,” said Vince Restucci, managing director of U.S. Agri-Data Solution, LLC. He likens the system to a comprehensive digital filing cabinet with advanced decision-making tools. “It grounds farming in data and science,” he said.

The innovative information platform helps the Company, growers, agribusinesses, and agronomic advisors document and manage everything, from crop development and weather data, to water and fertilizer usage.

Simplot’s Land and Livestock business uses the system to manage production on more than 35,000 acres of farmland, and Simplot’s Food Group uses the Agri-Data Solution platform to track all contracted potato acres.

It has proven a powerful tool to document sustainability initiatives, meet customer requirements for inputs tracking, and demonstrate good stewardship of the land.

Agri-Data Solution, launched in July 2009 and made available to the public, is a web-based program operated as a joint venture with Agri-Trend Data Corp. of Red Deer, Alberta.

The comprehensive system is used to track annual crop yields, compare the data, and adjust growing practices accordingly to boost yields. In addition, it promotes efficient, sustainable farming practices by assisting growers with crop input decisions, soil and tissue test analysis, fertilizer blending, field scouting, and harvest data tracking.

Agri-Data Solution also helps growers integrate all of their data into a single, secure management system. It can transmit detailed farming data to key stakeholders, including food processors, crop advisors, and banks. Additionally, processors and

growers may use the fee-based system to document activities that reduce carbon emissions and to ensure compliance with various government regulations.

Agri-Data Solution can also help generate new revenue for growers interested in entering the emerging carbon marketplace.