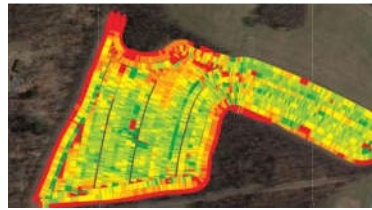


The ground may be frozen now but planting season is just around the corner. February is the time to make those final fertility decisions and to begin getting equipment ready for the upcoming season. February is also a great time to attend winter meetings to build knowledge and networks. Encourage the operations you work with to continue to learn about new products and opportunities that may benefit their operations.



Why it's important...

How to start the conversation...

1 Planter Maintenance

Making sure the seed delivery system, residue managers, closing system & fertilizer delivery systems are up-to-date and ready to accurately & consistently place seed & fertilizer the targeted planting depth in a variety of soil conditions is the best way to set an operation up for a successful growing season.

When are you planning to do your planter maintenance? Some of the most important factors to yield determination & overall nutrient use efficiency happen when the planter is in the field so it's really important we get that right.

2 Reviewing Yield Maps

Look at variety, soil type, planting date, strip trials & side-by-side comparisons. You will get eye-opening information about an operation. Determine which factors that limit yield in the most prominent trouble spots and create a plan to address them. This is typically the quickest way for an operation to see a return on their investment.

Now that you have a few years of yield data we can dissect this to help us make decisions for the upcoming growing season. Let's start by focusing on the areas of lowest yield and understand the management and fertility changes we should make to improve these trouble spots.

3 Connecting with Conservation Districts & NRCS Offices

Every operation should have goals for their future. Often times, funding and access to resources are the limiting factor in making these goals a reality. By building a relationship and familiarity with Conservation professionals and NRCS, an operation is more likely to have successful experiences when they are ready to take that next step on their farm.

Programs offered by NRCS and your local CD can be a great way to move business plans & conservation initiatives forward. Even if you're not ready to implement things now, having a relationship today will help to build trust and lay the groundwork for successful funding in the future.

4 Exploring New Products

When an in-field pest reduces yield, NUE and profitability suffer. Every year there are new products on the market that address resistance and / or new issues that are emerging on the landscape. By determining the biggest issues a farm faced last year, you can help to narrow down and encourage them to try products that will be the best fit, and provide the biggest return, on their investment.

What were the biggest in-field issues you faced last year? Let's give your chemical rep a call to talk about any new products they have or know of that may help us to address them.



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