Pragmatic approaches to profitability and sustainability

Willie Hughes, Hughes Farms

January 20th, 2018

Maude Hughes and a Mangold harvesting hemp on Delavan Drive W.W.II


WISCONSIN

	acres		2012		2013		2014		2015		2016	2016 acres
		cover		cover		cover		cover		cover		
Avalon Road	60		peas	alfalfa	sweet corn	wheat		Rye	Corn		Oats	
Caravilla	44.12		peas		sweet corn	wheat		Rye	Corn		oats	
Cullen	12.72	wheat	wheat	alfalfa			Corn		Peas	wheat		
Daun	11.35	hay	Corn		soybeans	wheat			peas	wheat		
Fletcher-Cribbe	119.34		blue corn		soybeans		Peas	Rye	sweet corn	wheat		
Glen Erin	6		Corn		soybeans	wheat	Snap beans	Rye	blue corn		sunflowers	
Inman	54.71		corn		soybeans	wheat	Corn		peas	wheat		
Jones	87.41		corn		peas/snaps	Rye	sweet corn	wheat		clover	Corn	
Omni #OM1	32.18		blue corn		soybeans		Snap beans	Rye	blue corn		sunflowers	
Omni OM #2	70.75	wheat	wheat		sweet corn	Rye		Rye	sun flowers	wheat		
Simpson South	148.1		corn		peas/snaps lrr		sweet corn lrr.	Rye		clover	Corn	
Simpson North	58.4		corn		soybeans dry	wheat		Rye	peas/snaps	rye	Corn	
Turkey Deer	40		peas		sweet corn		rye		Corn		canning	
Yoss	15.4		trees		sweet corn		snap beans		blue corn		sunflowers	
Transitional												
Swag	212								Corn	Wheat		
Kopps	229.1										Corn	

total oats	104.12
total wheat	268.87
total sunflowers	53.58
total corn	293.91
total canning	40
total transitional wheat	212
total transisitional corn	229.1

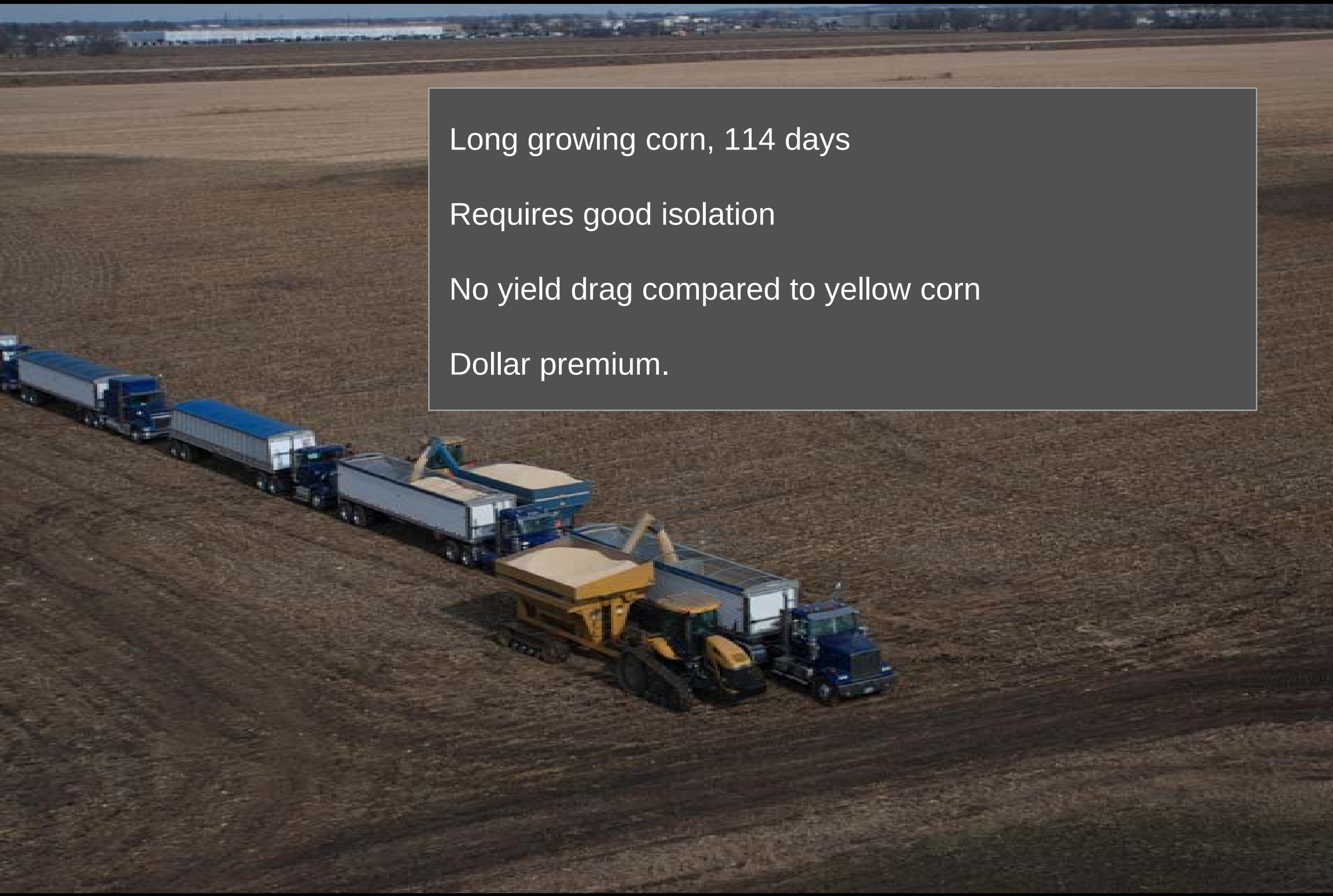
CORN

BLUE FARM

CERTIFIED ORGANIC

BLUE CORN TORTILLA CHIPS

NET WT. 1.5 OZ. (43g)



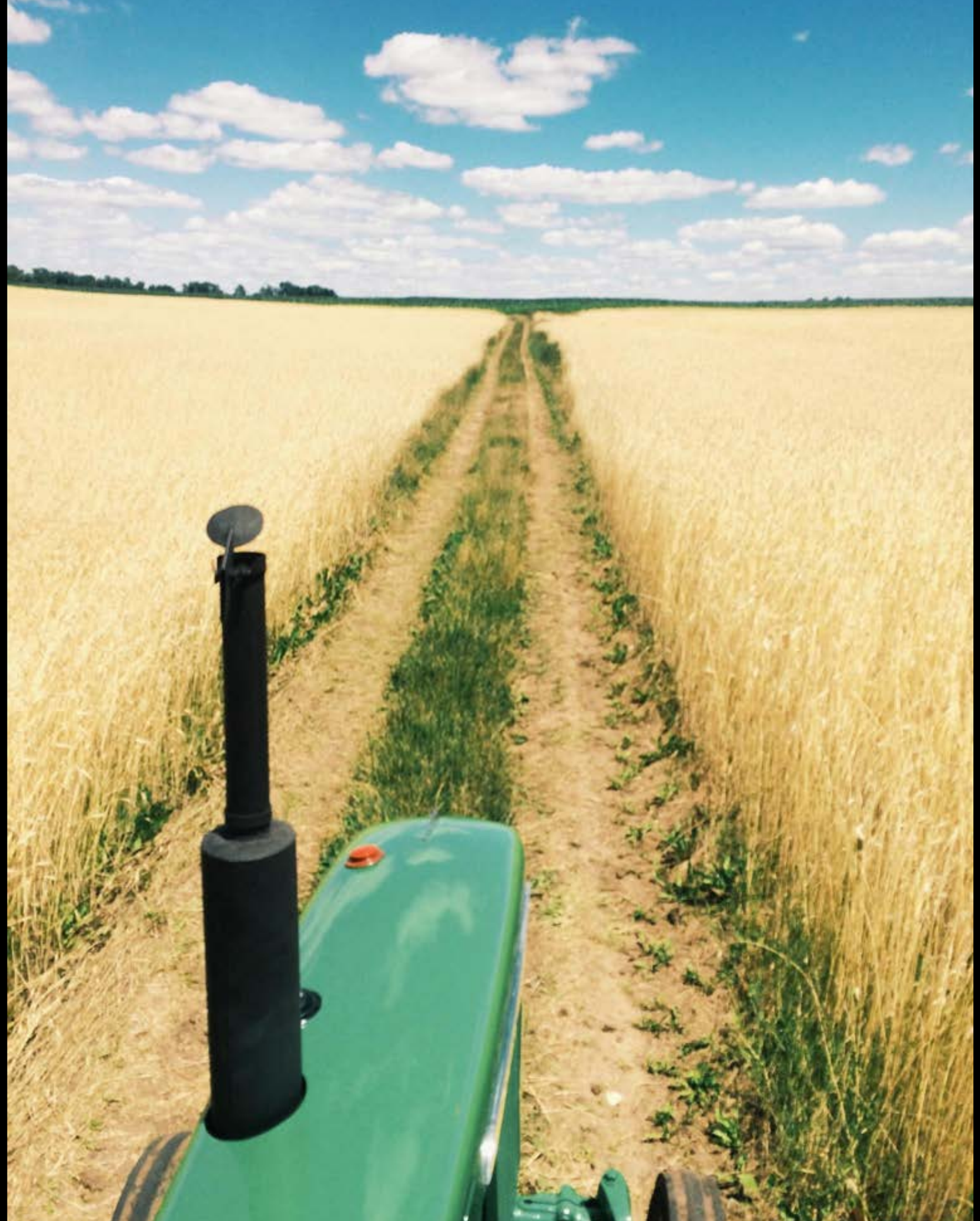
Long growing corn, 114 days

Requires good isolation

No yield drag compared to yellow corn

Dollar premium.

WHEAT



SOYBEANS

SUNFLOWERS

Daytona VNS variety

2 tons/ac of composted chicken manure, 5 lbs of nitrogen for every 100 lbs of production is often recommended

Too much N reduces oil content, causes lodging

22300 seeds/ac //// 80 days to maturity

2016 production of 1879 lbs/ac.

Deep tap root.

Busts up weed cycle.

Organic value of .40-.50 cents/ Lbs.


here imagination sprouts.


FedEx


CLAAS

VEGTABLE CROPS


SC Aviation

Vegetable Peas

Rotary hoed once or twice

1 ton/ac composted fertilizer

575,000 seeds per acre, drilled

Typical yield of 2 ton/ac

Take off early july

Snap beans

Cultivated

On after peas are tedded

155,000 seeds per acre

Typical yield of 2-5 ton/ac

Taken off in mid septembe

COVER CROPS

- increased microbial activity, increased microbial diversity
- reduction in erosion
- surface residue certainly help with wind erosion
- root biomass really keeps our soil in place
- in rock county we have soils typically with a 2-6 percent slope.
- better tilth
- biological nitrogen fixation
- economic form of nitrogen
- weed management
- - allelopathic effect
- nitrogen retention. Cover crop scavenge the nitrogen from our fall fert application and store in a form that can be readily available next spring.
- reduces nutrient leaching
- roots improve water infiltration.
- soil aggregation
- reduce compaction
- maintain soil moisture

VETCH

PROS

Improve soil aggregation

Plant available nitrogen
-Rhizobium bacteria

Excellent weed suppression

Beneficial predators

Relatively high price per pound

CONS

Seed germ is hard to predict

Seed is indeterminate

Hard to plant early following year

Pain in the butt to harvest

Listen to your customer!!!

Cultivate a relationship with your buyers

Take time to understand their concerns

Familiarize yourself with their operations and educate yourself on their motivations

Premium Prices

We pride ourselves on being the local operation willing to take on tough challenges

By providing highly specific products, we are able to capture value others are not willing to seek.

This should involve reaching out to customers, and activley listening to their needs

Kevin Shelley-NPM Lab No. 6575, Acct. ID 555614 July 8, 2005

Re: 5 soil samples submitted June 29, 2005
Results emailed and mailed: July 8, 2005

Randy Hughes

NOTE: This test may understimate the N contributions from organic N sources such as manures and previous legume crops when temperatures during the six weeks before sampling are below the long term average.

PRE-SIDEDRESS SOIL NITRATE TEST
(SEE TABLE BELOW FOR RECOMMENDATIONS)

Field ID	Sample No.	NO_3-N ppm	Nitrogen inputs
Airport - North by trailer court	1	20	2004 oats w/alfalfa seeding cover crop
- South - Between field #1 + Shop	2	14	2004 - Wheat w/ 6000 GPA Hog slurry
Hugenin	3	10	2004 - Soybeans w/ hog manure before beans
Joner across from Powerplant	4	26	2004 - Wheat w/ frost seeded alfalfa
Schwallenbach's	5	13	2005 - 1840 lbs Pelleted, enriched chicken manure from midwest bio-ag.

CORN NITROGEN RECOMMENDATIONS BASED ON THE PRE-SIDEDRESS SOIL NITRATE TEST (PSNT)

PSNT Result ppm N	Soil Yield Potential [1] Very High/High ----N Application Rate, lb/a----	Medium/Low
≥21	0	0
18-20	60	40
15-17	100	40
13-14	125	80
11-12	150	80
≤10	160 [2]	120 [2]

The Joner field had good, loose soil. Other were somewhat hard, with the Schwallenbach field probably the hardest.

[1] To determine a soil's yield potential, consult UWEX publication *Soil test recommendations for field, vegetable and fruit crops* (A2809), or contact your agronomist or county agent.

[2] Unadjusted nitrogen application rate.

Note: For first year corn following alfalfa, the maximum N recommendation rate is 40 lb N/a for all PSNT results less than 21 ppm N.

Get your staff on board!

Get involved in the community!


BLUE FARM
TORTILLA


HUGHES

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Take away

Know your cost of production

Locate and listen to your customer

Add value by Specializing and diversifying

Tell your story

Thank you!

Willie Hughes

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