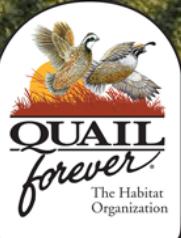


USING PRECISION AG TO FIND OPPORTUNITIES FOR WILDLIFE HABITAT

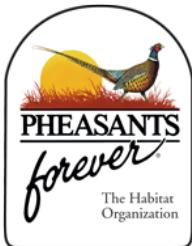


Josh Divan

Precision Ag & Conservation Specialist
Pheasants Forever - Iowa



What we are known for





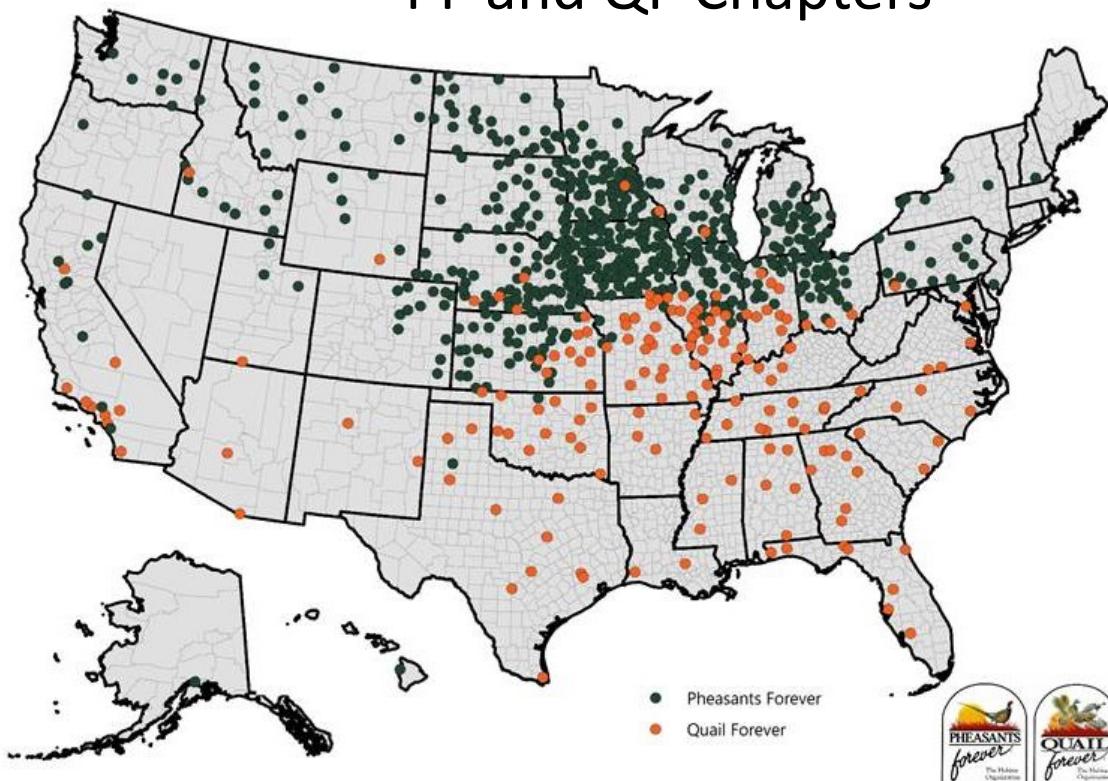
What Our Mission Is

Pheasants Forever's mission is to conserve pheasants, quail, and other wildlife through habitat improvements, public access, education, and conservation advocacy.





PF and QF Chapters

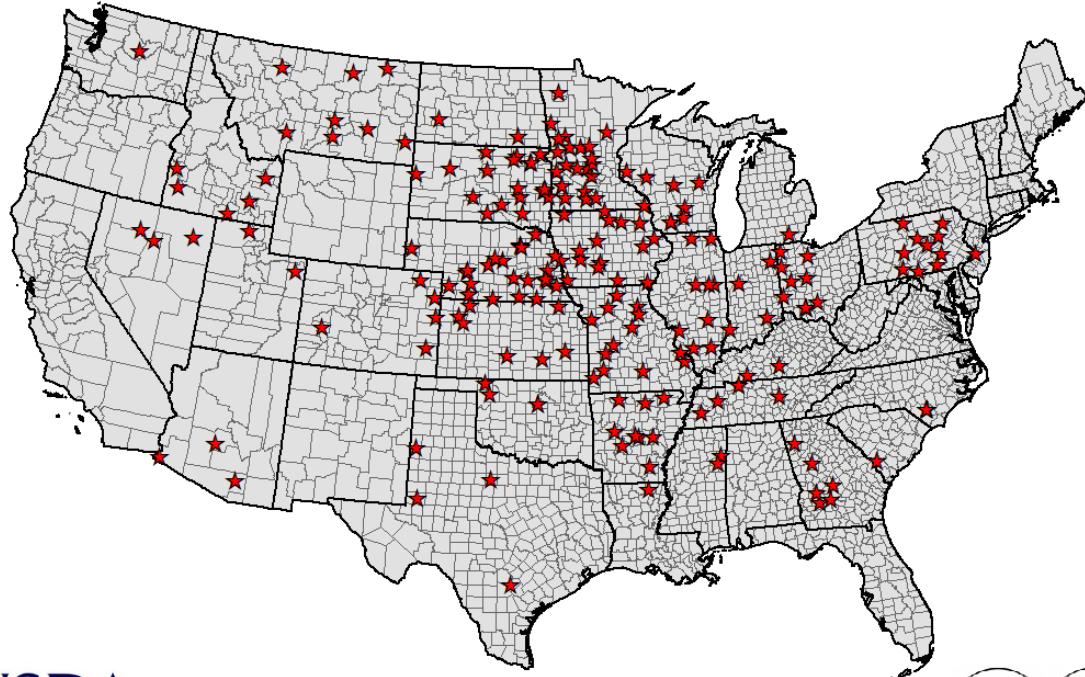


Updated 5/11/2018

How do we deliver habitat?

Technical Assistance & Customer Service

PF and QF Biologist Staff



How do we deliver habitat?

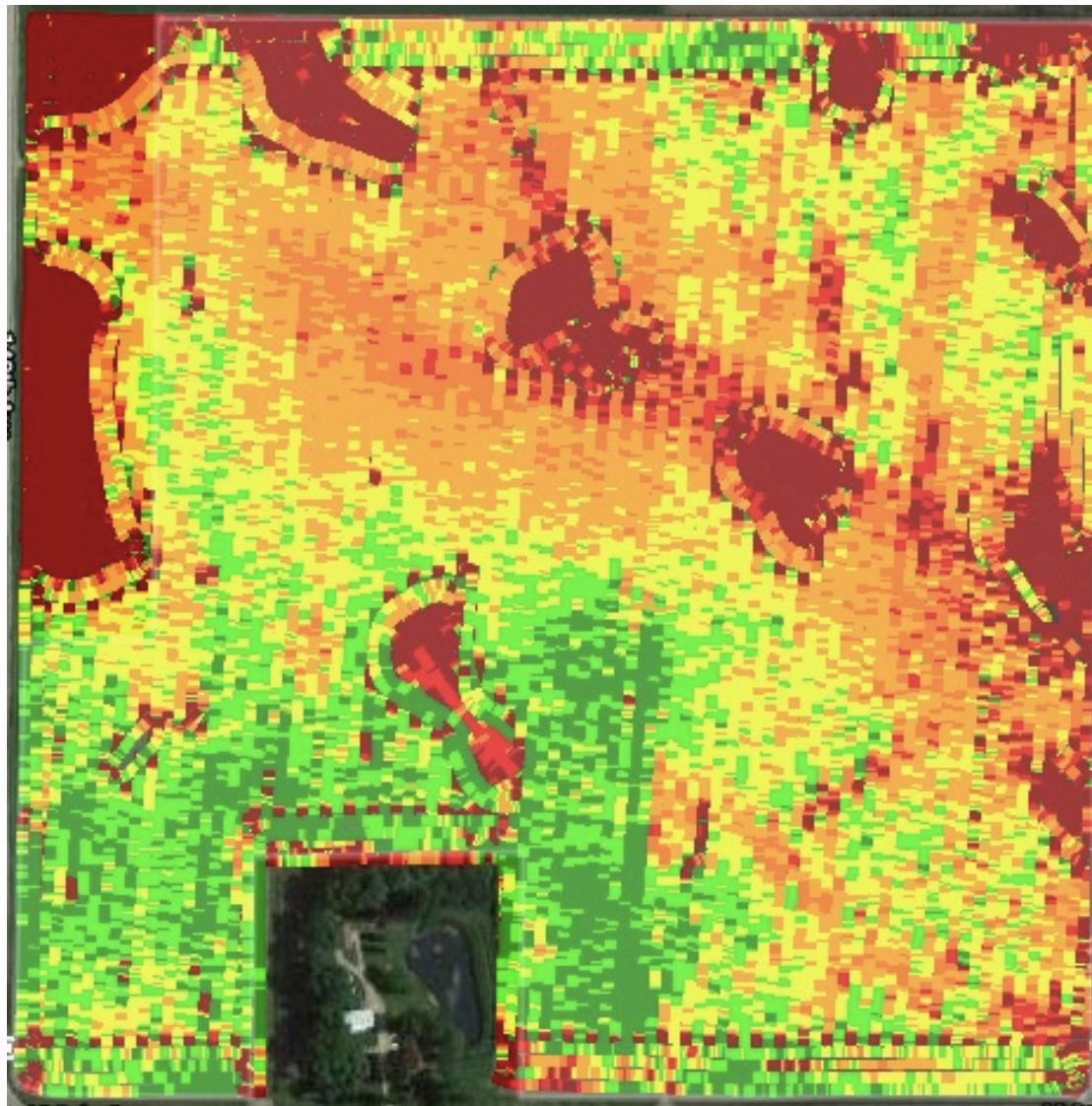
Technical Assistance & Customer Service

What can I do different here?

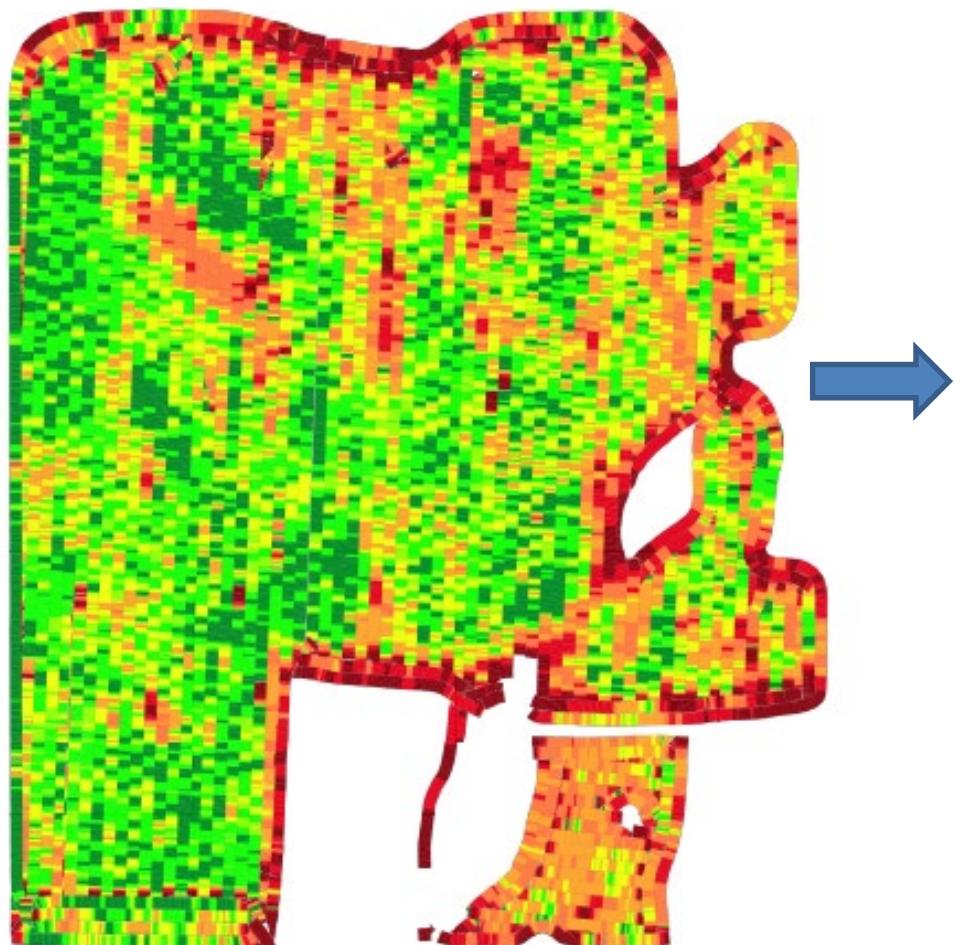


Variety
of
Issues

What can I do different here?



Evolution of yield to profitability



New Generation of Ag Analytics

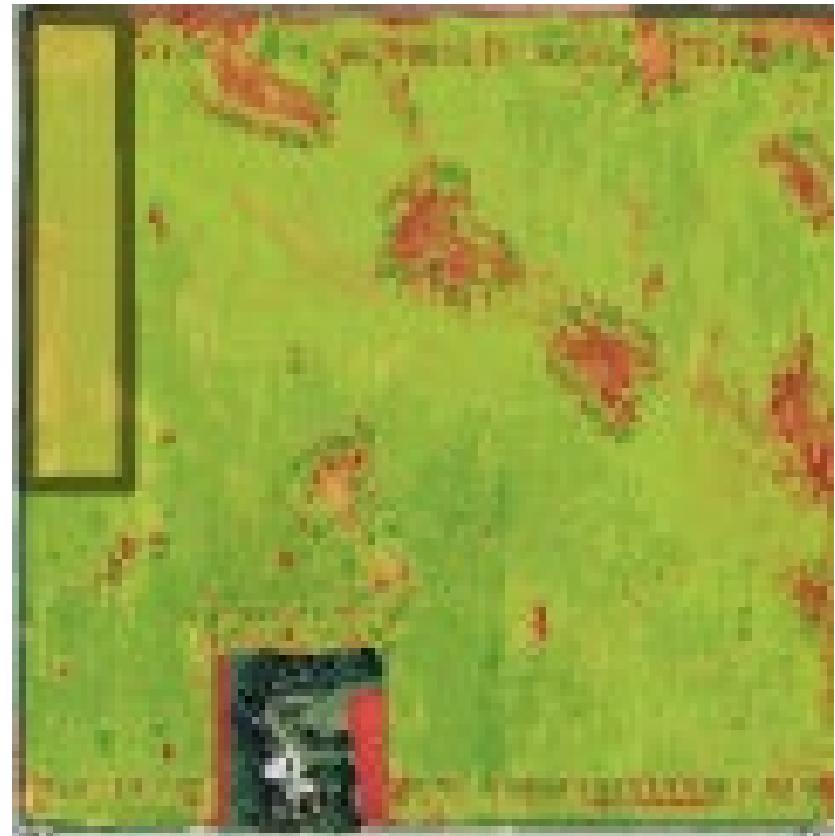


Actual: 2014 Soybeans

Average Yield: 55.1 bu/ac

Profit: \$93.86/ac

ROI: 15.8%



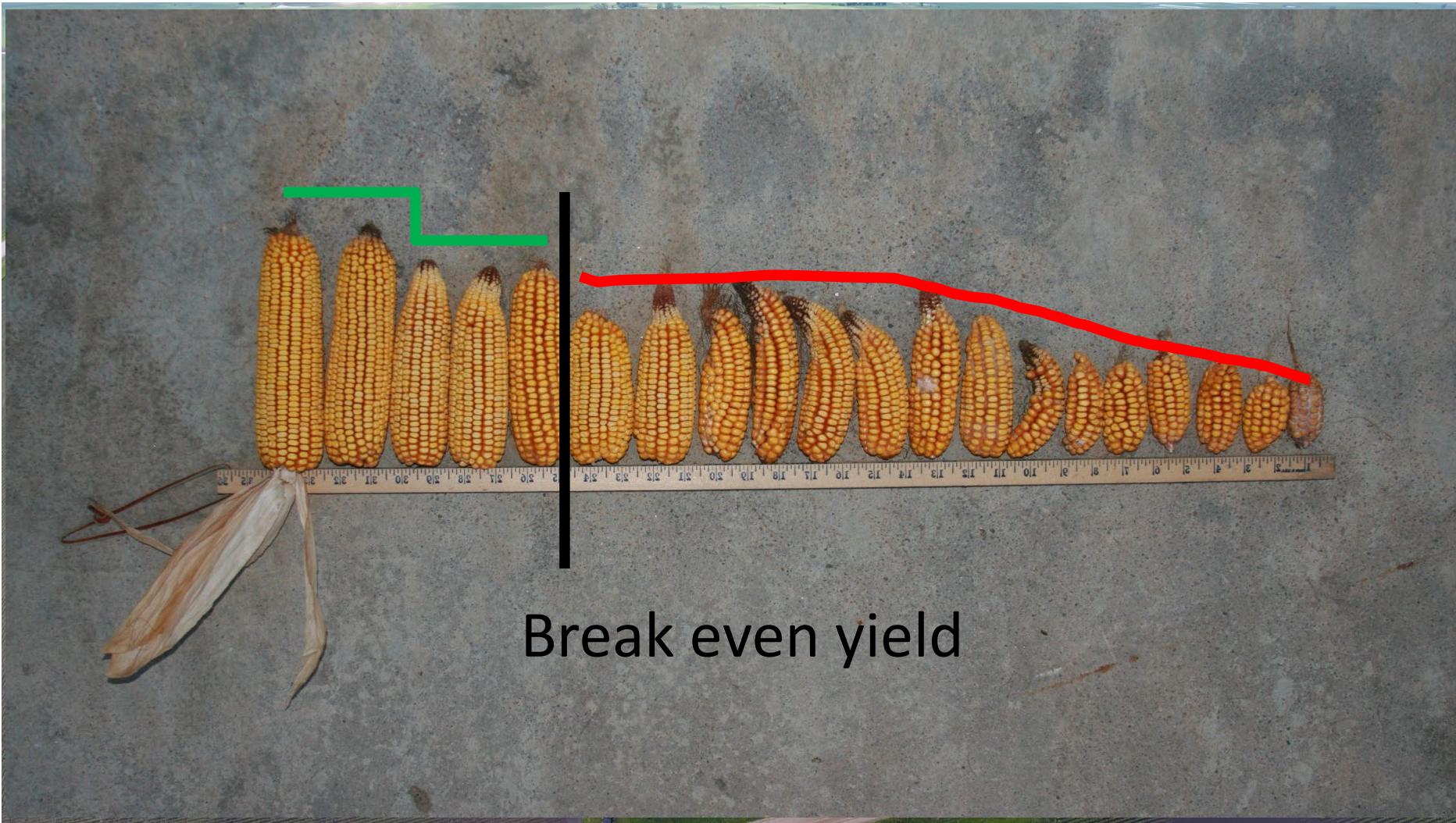
Planning: 2014 Soybeans + CRP

Average Yield: 56.1 bu/ac

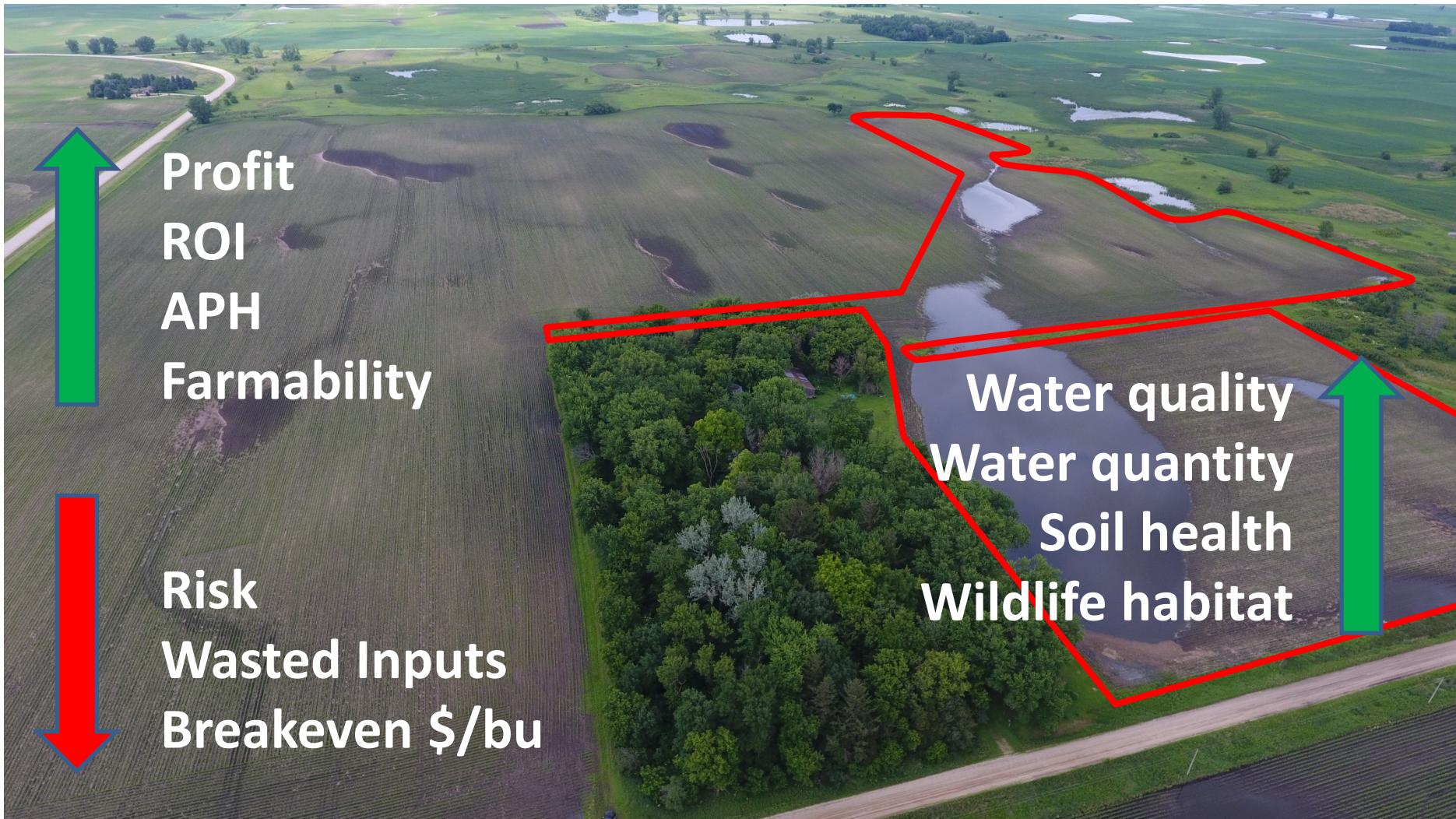
Profit: \$103.23/ac

ROI: 18.2%

Where is the profit/loss line?

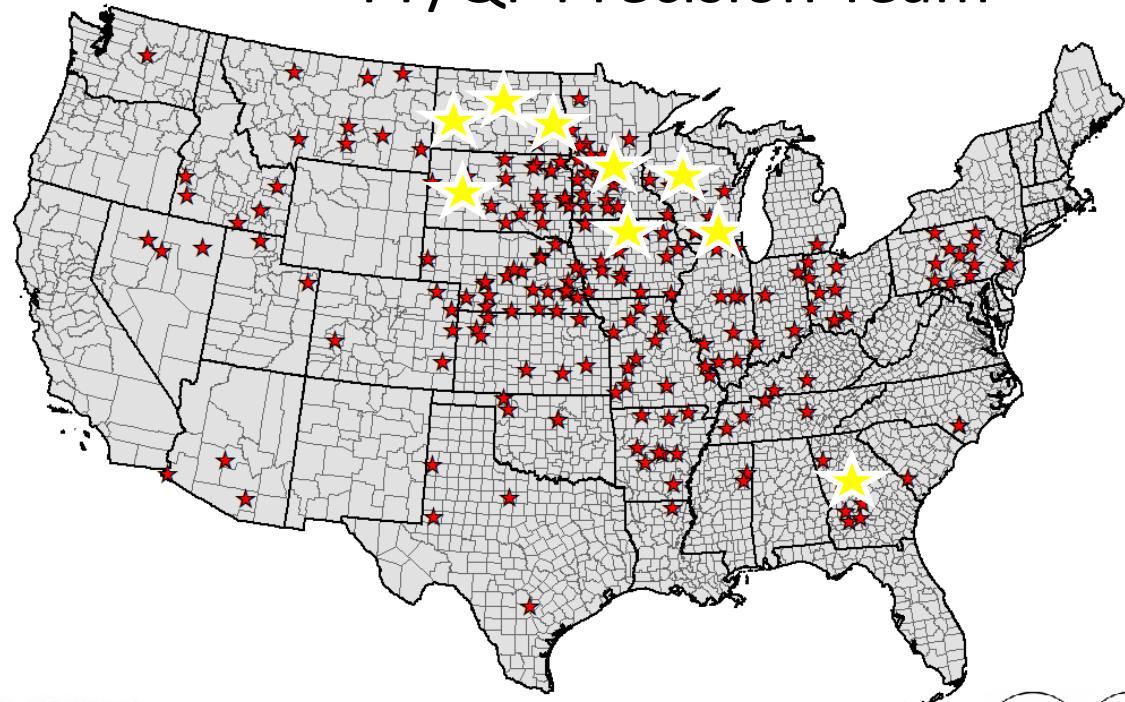


Win-Win Scenario





PF/QF Precision Team

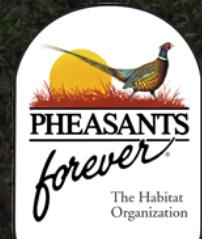


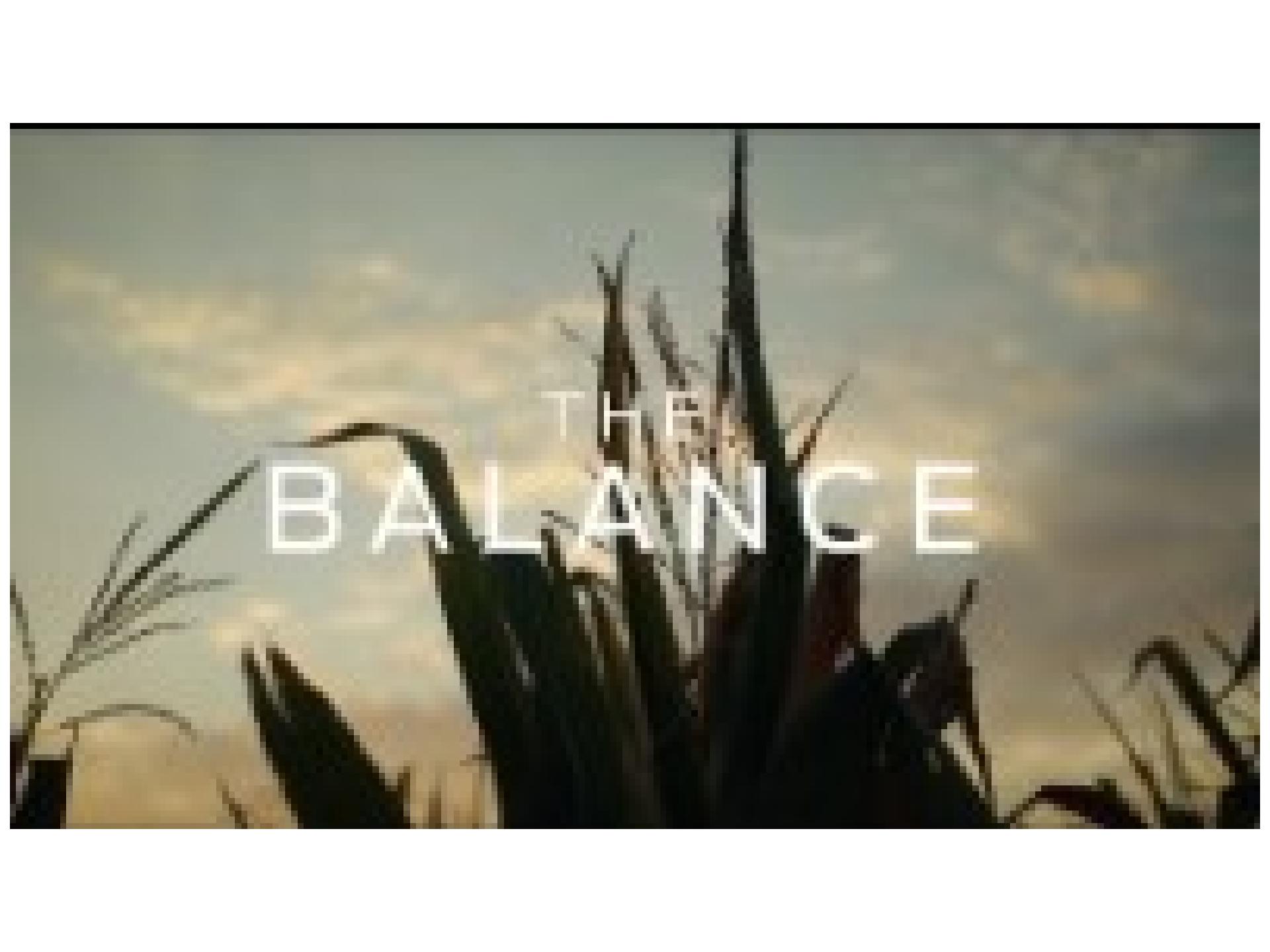
How do we deliver habitat?

Technical Assistance & Customer Service

Pheasants Forever & Quail Forever Precision Vision

To demonstrate through the use of ***technology*** & ***collaboration***, farmers will increase their ***profitability*** while also providing benefits for ***soil health***, ***water quality*** & ***wildlife habitat***.



A photograph of a person performing a handstand on a dark, craggy rock formation. The person's body is inverted, with their head pointing downwards and legs pointing upwards. They are wearing a light-colored tank top and dark pants. In the background, a city skyline with numerous skyscrapers is visible under a clear blue sky.

BAL

THE
BALANCE

PF Precision Conservation Partnerships



Cotton
Incorporated



THE MCKNIGHT FOUNDATION



National Sorghum Producers
the voice of the sorghum industry

Ag Leader®



G Granular

CENTROL
CROP CONSULTING



Turning Red Acres Green



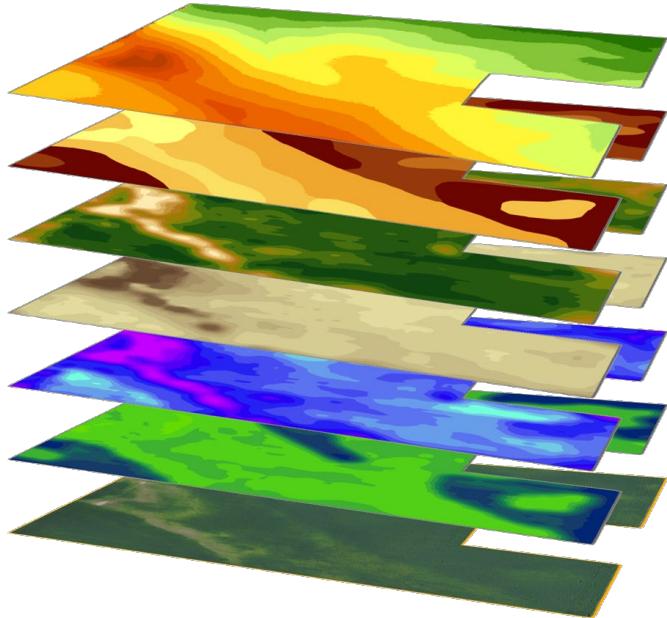
Turning Red Acres Green

Get to
know the
farmer



Turning Red Acres Green

Collect
Field
Info



Geospatial information:

- Crop yields
- Normalized Difference Vegetation Index (NDVI)
- Soil maps
- LiDAR
- Aerial Imagery
- Soil tests

Financial information:

- Crop inputs
- Land costs

Turning Red Acres Green

Connect
to
precision
data

The screenshot shows a software interface titled "Team Manager". On the left, there's a sidebar with sections for "Team Member Type" (with a dropdown menu for "Select Type"), "Request Status" (with options "Accepted" and "Pending"), "Attention Needed" (with options "Yes" and "No"), "Equipment Permissions" (with a dropdown menu for "Select Permissions"), and "Organization Permissions" (with a dropdown menu for "Select Permissions"). The main area displays a list of team members, with one member named "Josh Divan" highlighted. To the right of the list is a modal dialog titled "Add a Partner" with the sub-section "Grant access to a partner." It contains a message: "Please select the access and permissions you would like to give to josh.divan@gmail.com". Below this, there's a section titled "Equipment" with three numbered items: 1. View Equipment (Ability to view equipment details, including location, driving directions, alerts, offsets, etc.), 2. Edit Equipment (Ability to add equipment, edit equipment name, offsets, terminal settings, geofences, etc.), and 3. Manage Equipment (Ability to delete equipment, transfer terminals, and assign terminals to machines). At the bottom of the dialog, there's a checkbox for "Remote Display Access" (Ability to remotely view compatible John Deere displays) which is checked, and a "Show More" link.

Turning Red Acres Green

Analyze
the data

2018:
Soy
Break-even



Turning Red Acres Green

Analyze
the data

2019:
Corn
Break-even



Turning Red Acres Green

Analyze
the data

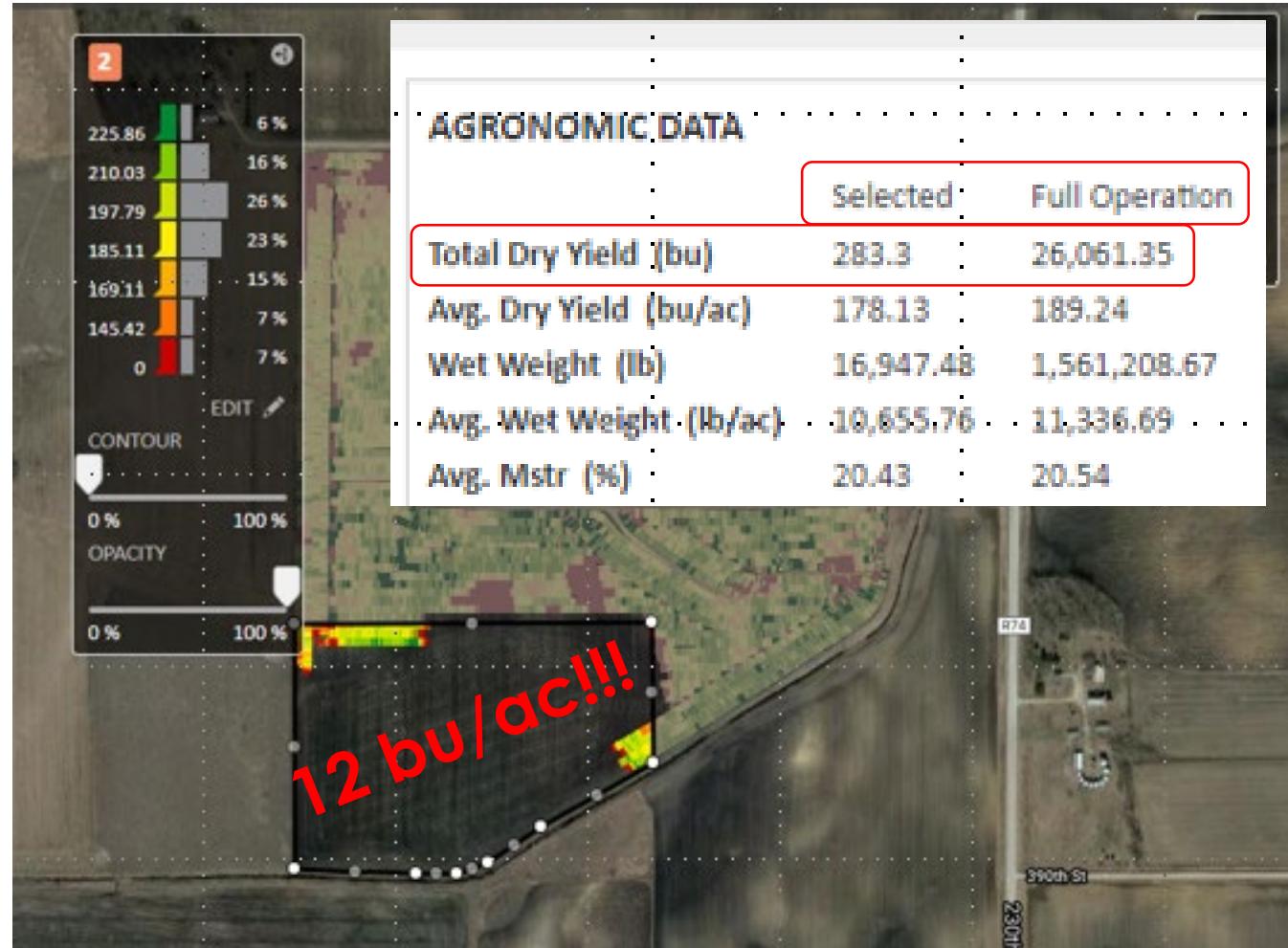
Soybean
Average
2015-2019



Turning Red Acres Green

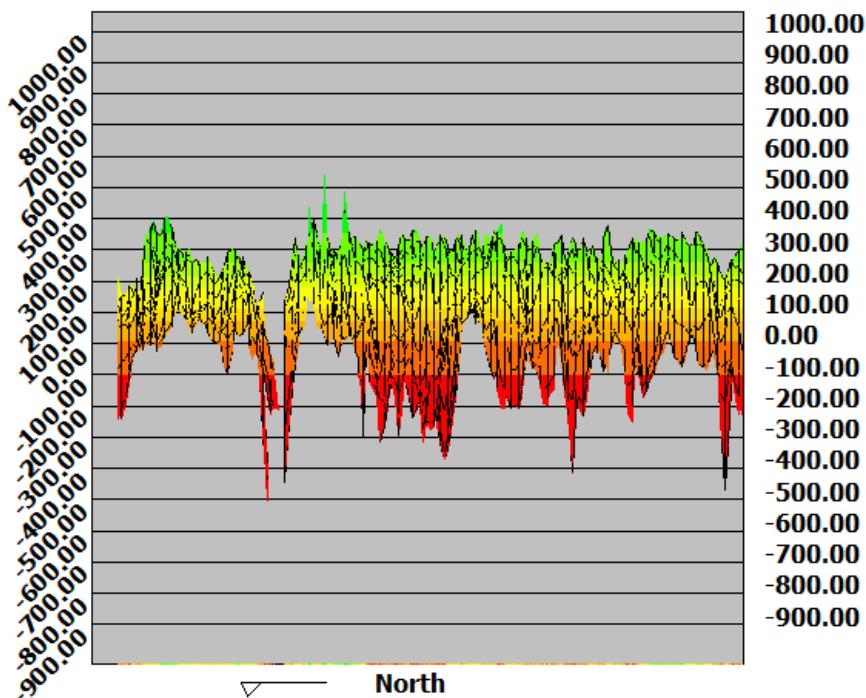
Analyze
the data

Taking a
closer look



Turning Red Acres Green

Analyze
the data



Turning Red Acres Green

Select target area



Turning Red Acres Green



Investigate alternatives

Programmatic Alternatives:

- Conservation Reserve Program (CRP)
- Environmental Quality Incentives Program (EQIP)
- Conservation Stewardship Program (CSP)
- Agricultural Conservation Easement Program – Wetland Reserve Easement (ACEP-WRE)
- Prairie Partners Program
- Partners for Fish and Wildlife Program
- Resource Enhancement and Protection Program (REAP)

Turning Red Acres Green

Investigate alternatives



Alternatives

Turning Red Acres Green

Provide
technical
assistance

Environmental
Quality
Incentives
Program

Prairie Pothole
Initiative

5-year wetland
conservation



Turning Red Acres Green

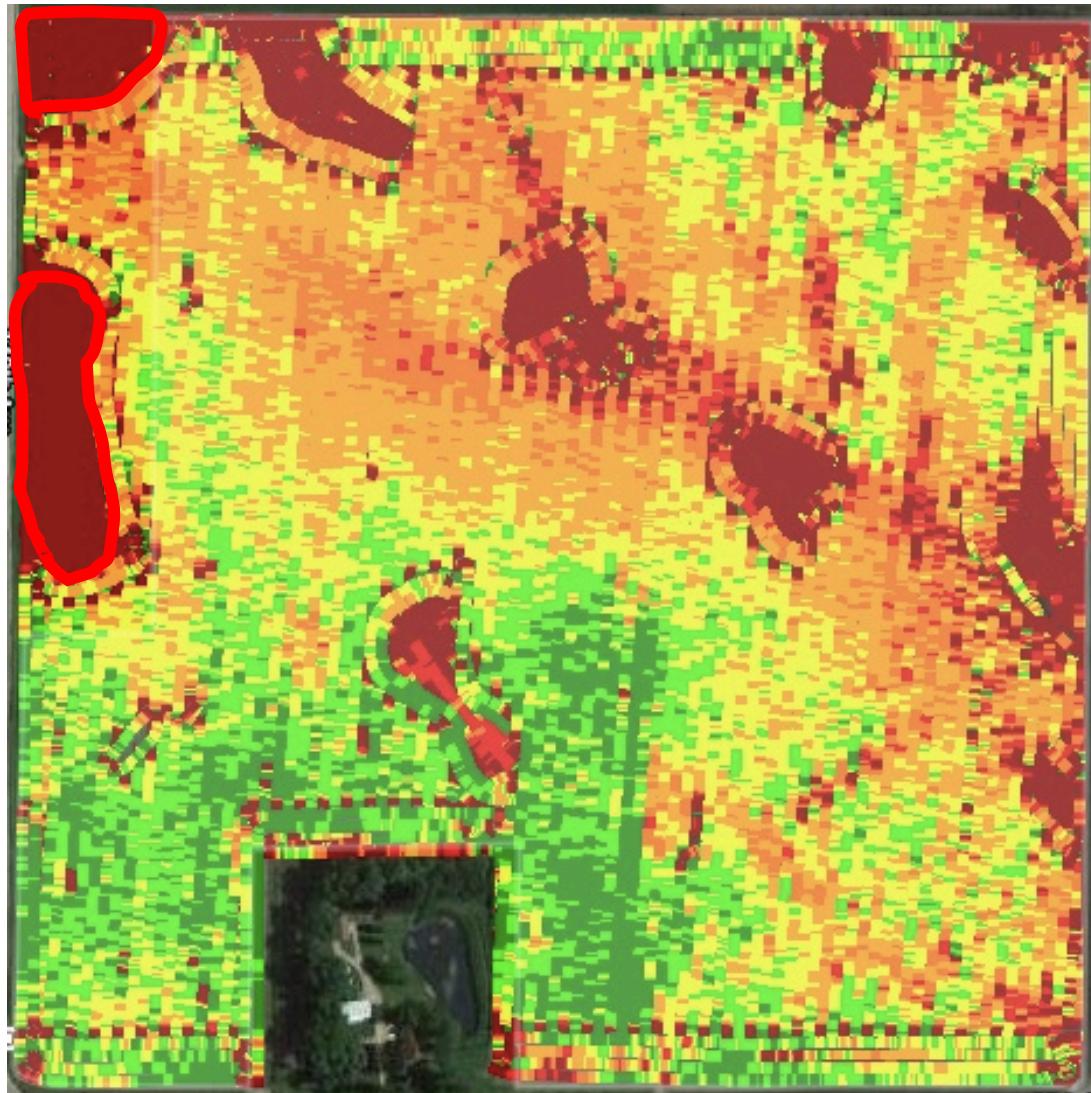
↑ Profit
ROI
APH
Farmability

↓ Risk
Wasted Inputs
Break-even \$/bu



Turning Red Acres Green

Validate



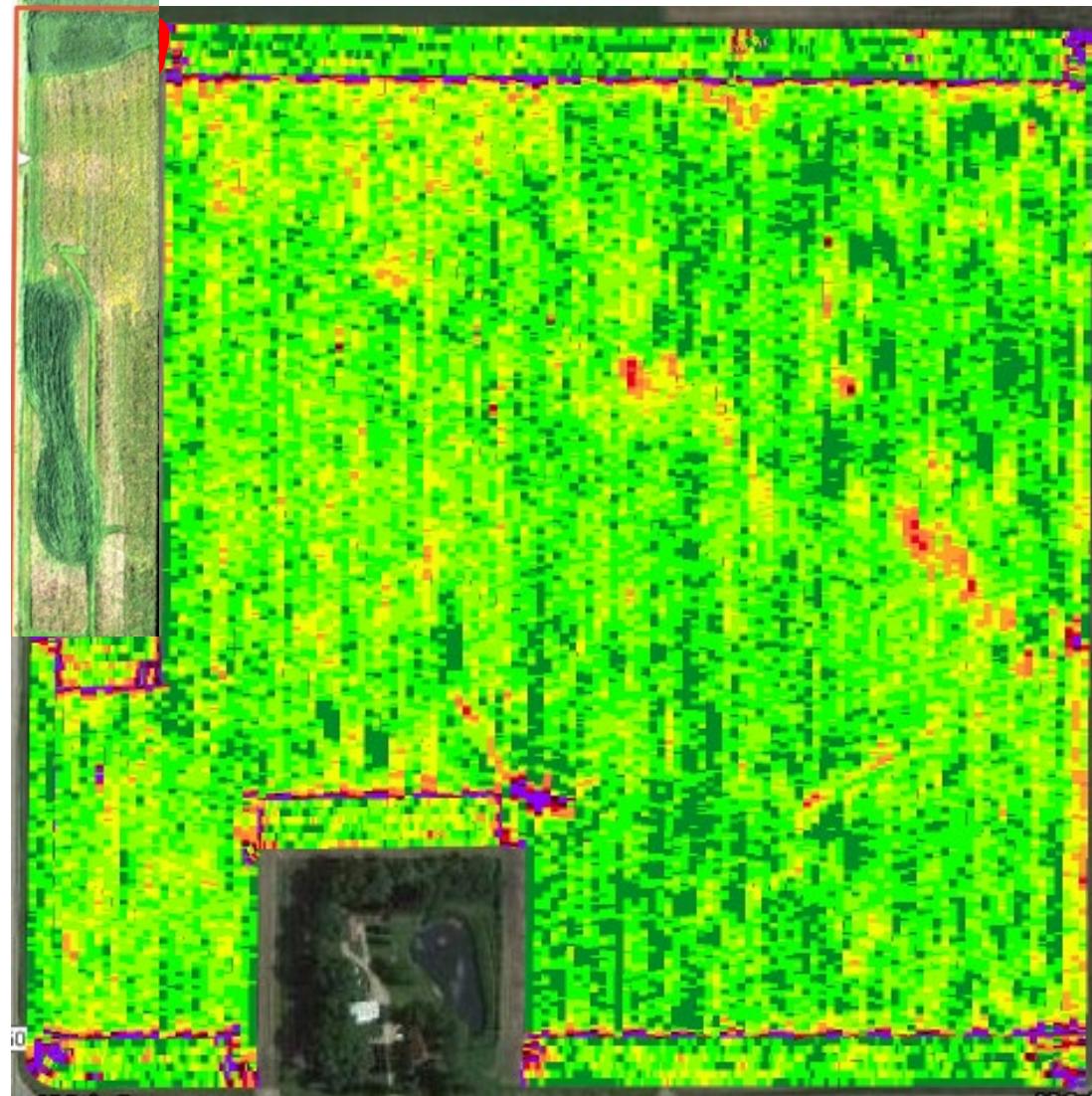
Turning Red Acres Green

Validate

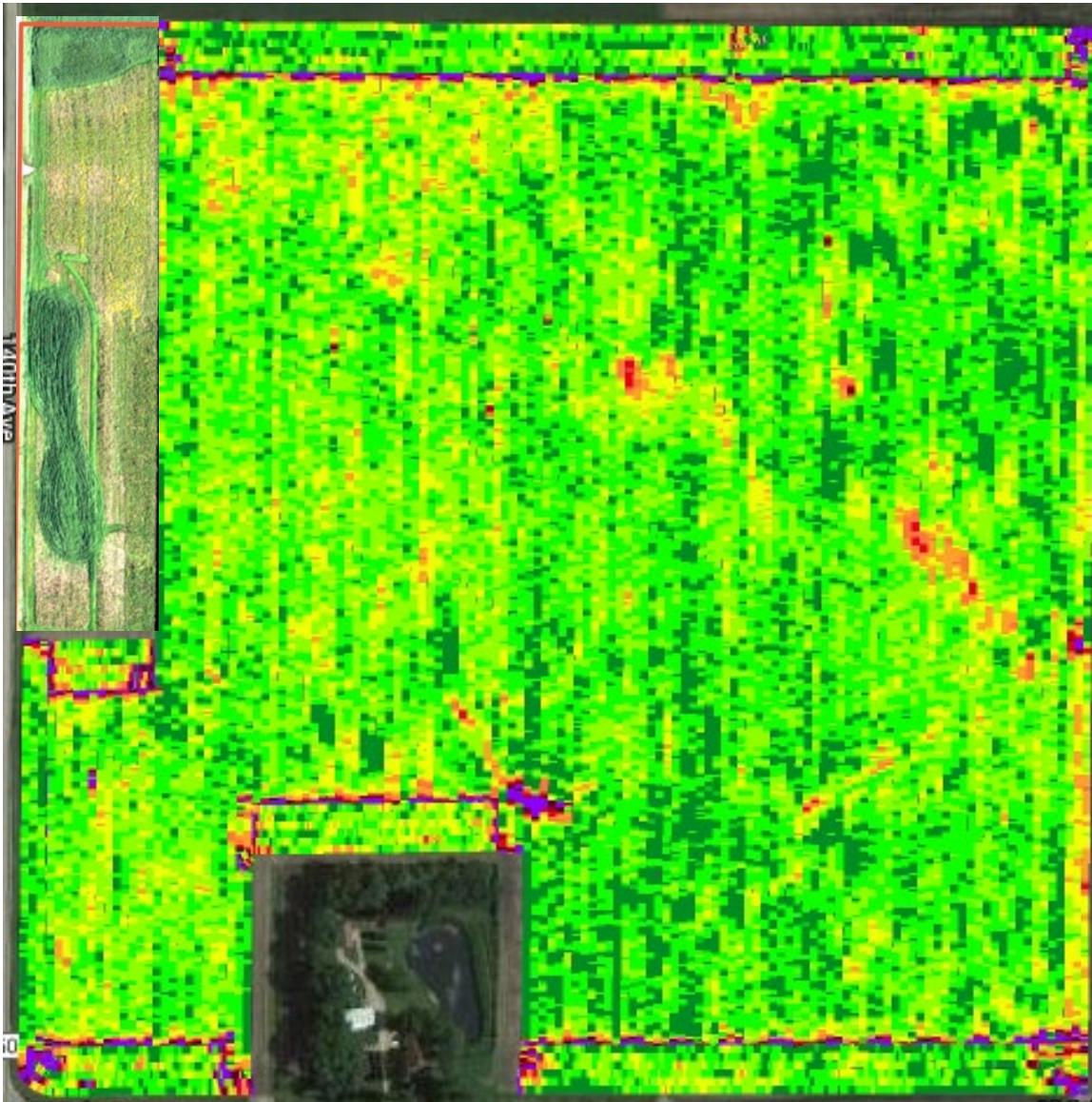


Turning Red Acres Green

Validate



Turning Red Acres Green

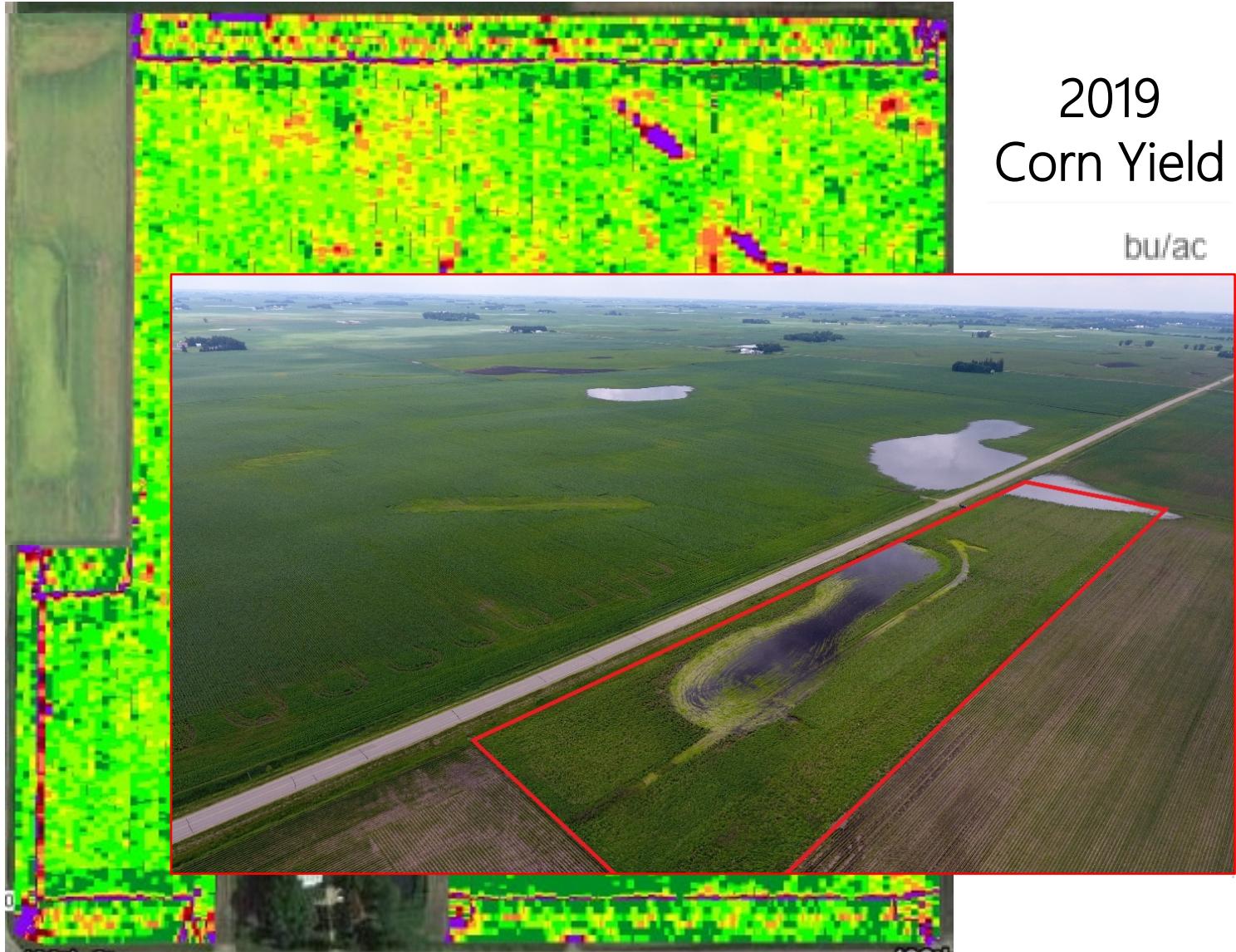


2017
Corn Yield

bu/ac

> 260	[Dark Green]
250 - 260	[Dark Green]
240 - 250	[Dark Green]
230 - 240	[Dark Green]
220 - 230	[Dark Green]
210 - 220	[Dark Green]
200 - 210	[Dark Green]
190 - 200	[Dark Green]
180 - 190	[Dark Green]
< 180	[Purple]

Turning Red Acres Green



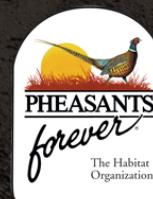
Turning Red Acres Green



Farmer Testimonial

“It is surprising when you take those low producing acres, look at alternative options, and see how much of a difference it makes to the overall field productivity. It is very eye opening, and you don’t really realize it until you see the numbers”

- PF Precision Conservation Customer





Josh Divan
Precision Ag &
Conservation
Specialist
Iowa

EMAIL: jdivan@pheasantsforever.org

PHONE: (515) 708-2371

TWITTER: [@JoshDivan](https://twitter.com/@JoshDivan)

Questions?



Precision ag data has the capability to demonstrate that conservation & agriculture can not only coexist, but they can compliment each other.



PHEASANTS FOREVER

Protecting the Future of Pheasants

