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PowerZone 2.0 is a new tool that is helping farmers target greater profitability. Whether you're big, small, no VR, full VR or just dabbling — PowerZone 2.0 fosters:

- ▶ Better understanding of the variable nature of yield potential across the field
- ▶ Better agronomic decisions — where to deploy more resources and where to cut back
- ▶ A solid foundation for a profitable precision farming strategy



FUEL FARM SUCCESS WITH
PowerZone 2.0



About PowerZone 2.0

PowerZone 2.0 management zones start with up to 15 years of satellite imagery that is processed with the PurePixel Vegetation Index to estimate crop productivity by year.

These annual inputs are then combined and management zones are created. The result is an accurate summary of past crop productivity patterns that can be used to make management decisions for a field going forward.



Why incorporate PowerZone 2.0 into your management toolbox?

Nearly every field has some degree of variable yield potential. The variability is obvious on our yield monitors; however, until now we have not had a means to quantify the range and magnitude of that variability. PowerZone 2.0 excels at this.

Whether you are interested in identifying the predominant zone for a field to make decisions about a flat-rate program, or need to better understand your field variability before implementing a variable rate strategy — PowerZone 2.0 is the tool for you.

It will identify the patterns and degree of variability you are working with, enabling you and your Agri-Coach to develop specific strategies for each field and/or zone. This includes identifying which fields to variable rate, which areas to take out of grain production, which areas are underperforming and require further investigation, and create prescription files for your VR fields. PowerZone 2.0 enables you to intelligently allocate your scarce resources — time, money and equipment.

PowerZone 2.0's New Features

- ▶ **Increased accuracy of the zone maps** — The PurePixel Vegetation Index's advanced imagery processing removes noise from incoming data, has high sensitivity in mature crops, and uses calibration to create zone inputs that are well suited for year-to-year comparisons. Resulting management zones are a very accurate representation of variability in crop productivity potential.
- ▶ **Simplified interpretation of the zone maps** — An improved Crop Productivity Index (CPI) reports the productivity of each zone relative to the field average. This enables you to see whether a zone regularly performs above or below the average, and by how much. Use this information to refine yield targets and input applications.
- ▶ **Tailor zone maps to your farming operation** — PowerZone 2.0 offers the ability to select the years used in zone generation. For example, you could look at crop productivity across a field under all dry years or all wet years, or look at years under a certain crop. This helps you generate zones that fit particular management strategies.

With PowerZone 2.0 you can understand the variable productivity potential within your fields and make informed decisions about how to manage inputs such as fertilizer, seed or crop protection products — maximizing profitability on every acre.

