



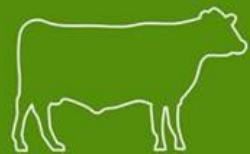
Same Goals-New Names  
**Fertility Programs, Soil Health, and Water Quality**

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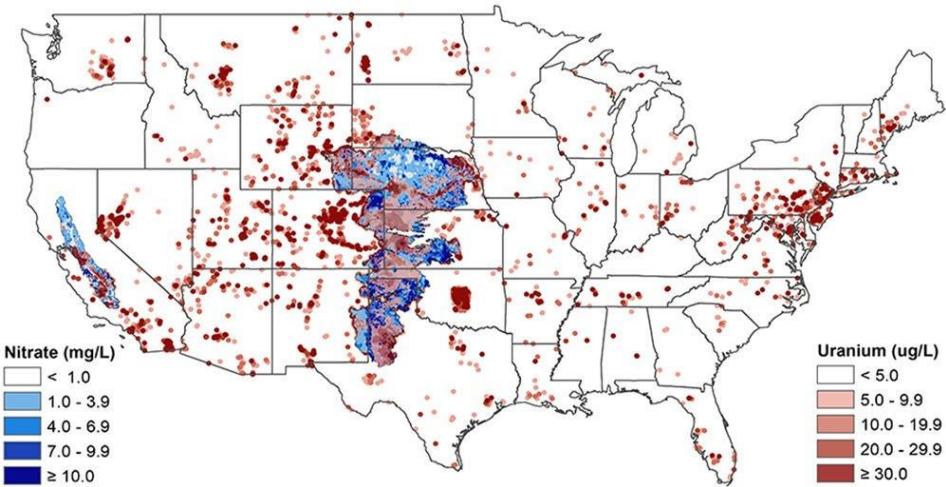
# Today's Presentation

- Challenges our industry faces today
  - Are they really challenges at all?
- on the interaction between Fertility Programs, Soil Health and Water Quality
- Soil Health
  - Benefits
  - Management Requirements
- Water Quality
  - Importance
  - Potential impact on our industry
- Fertility Programs
  - What we do right
  - What needs to improve
- Where do we go from here?

# Challenges We Face



Feeding The World Sustainably  
*as the*  
Population Reaches 9 Billion



# Trends

## Consumer Preferences

- Shifting Demographics
- Environmental awareness
- Desire for more information about where their food comes from.

## Environmental Pressures

- Sustainability
- Assurance Standards
- Traceability and data management.
- Soil Health and Water Quality

## Economic Pressures

- Reduced Farm Margins
- Increased Competition
- Need for new metrics to determine farm Sustainability

# Opportunities

## Increasing Awareness

- Community Involvement
- Environmental Focus
- Increasing the ability for our growers to derive value from sustainability.

## Emerging Technologies

- Biotechnology
- Applied data technology
- Revolution of services, that focus on operational efficiency and sustainability

## Record Keeping

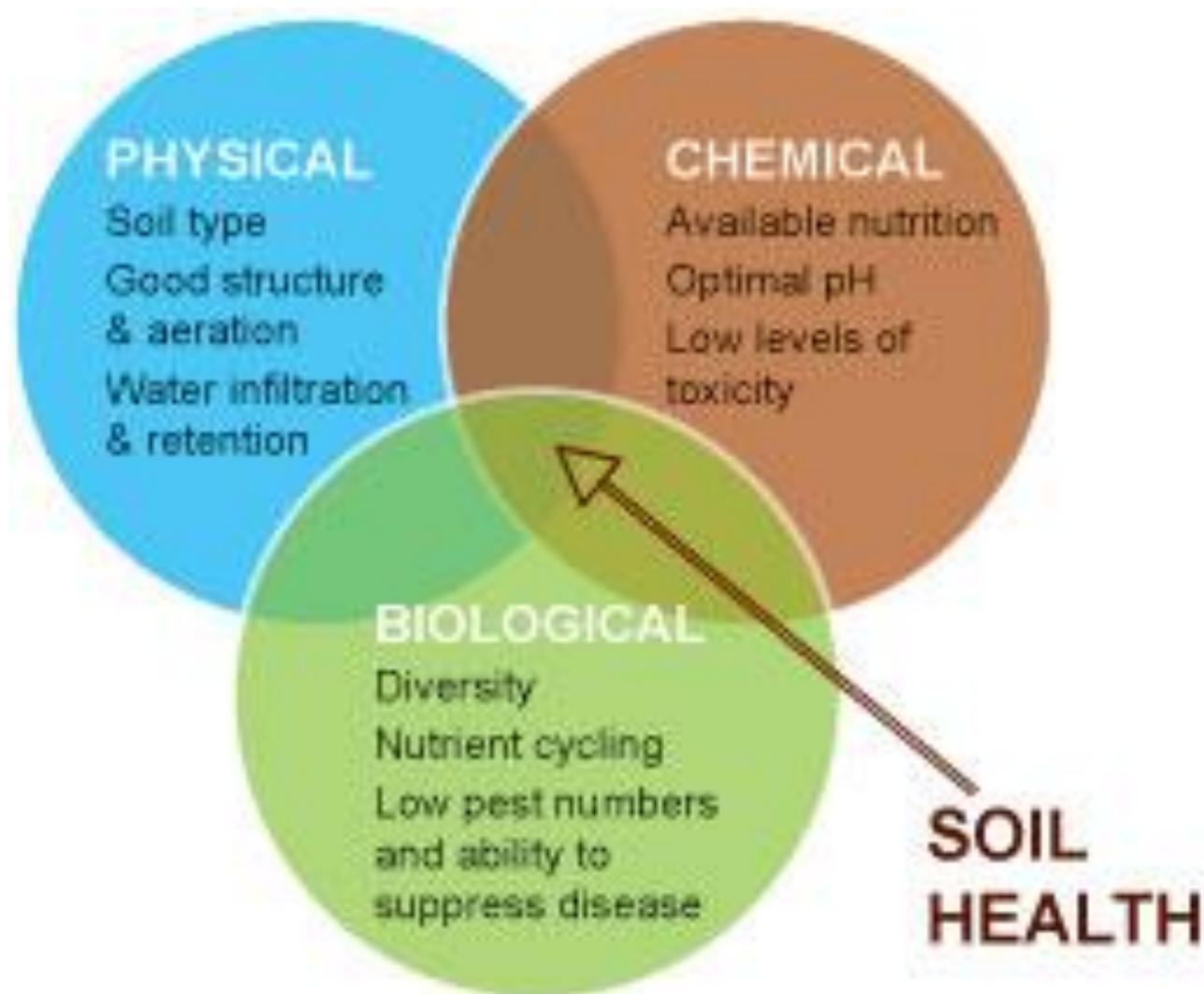
- Data collection and storage
- Growing need for info on resource management
- Reliance on a trusted advisor to help in a changing system

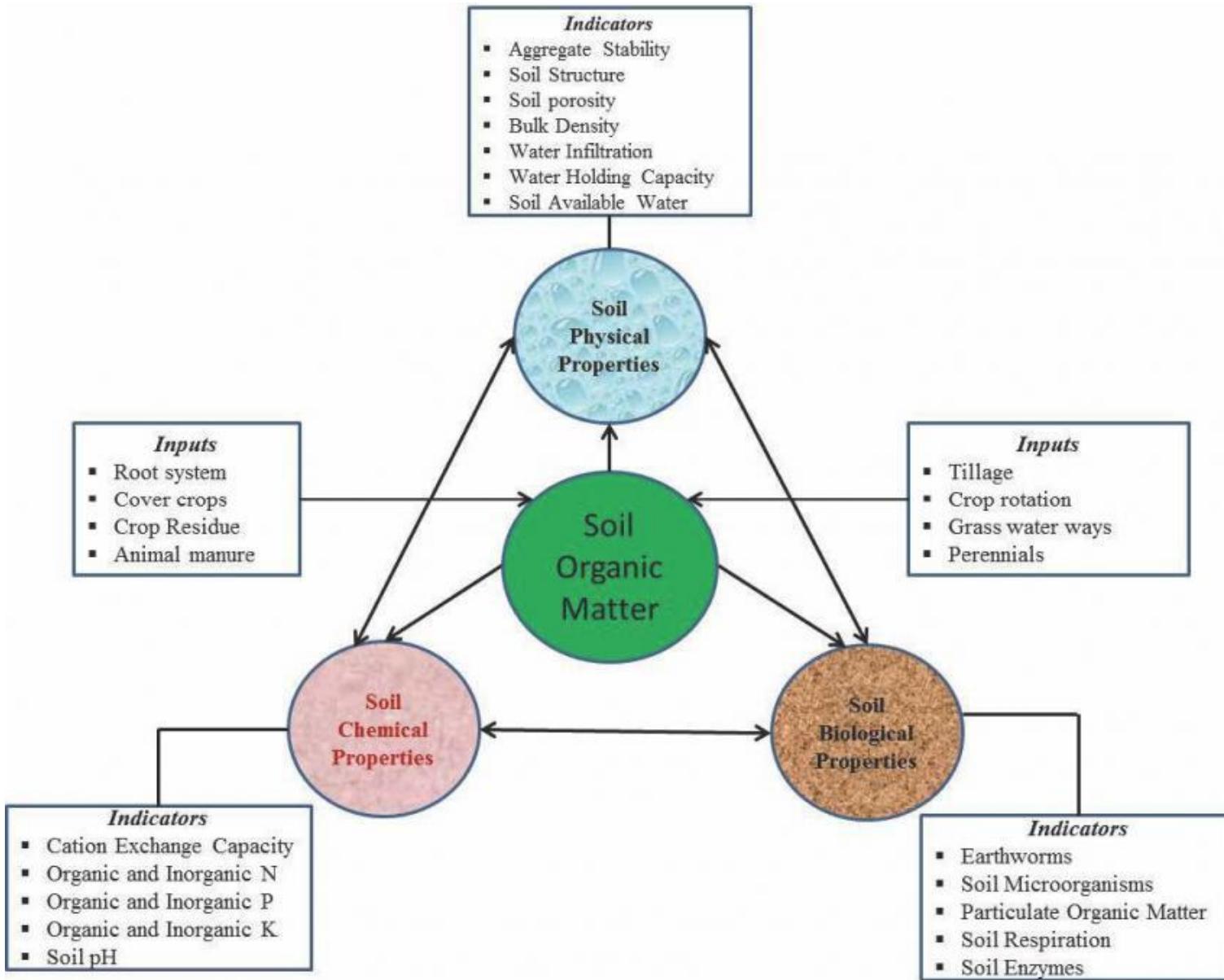
# Soil Health



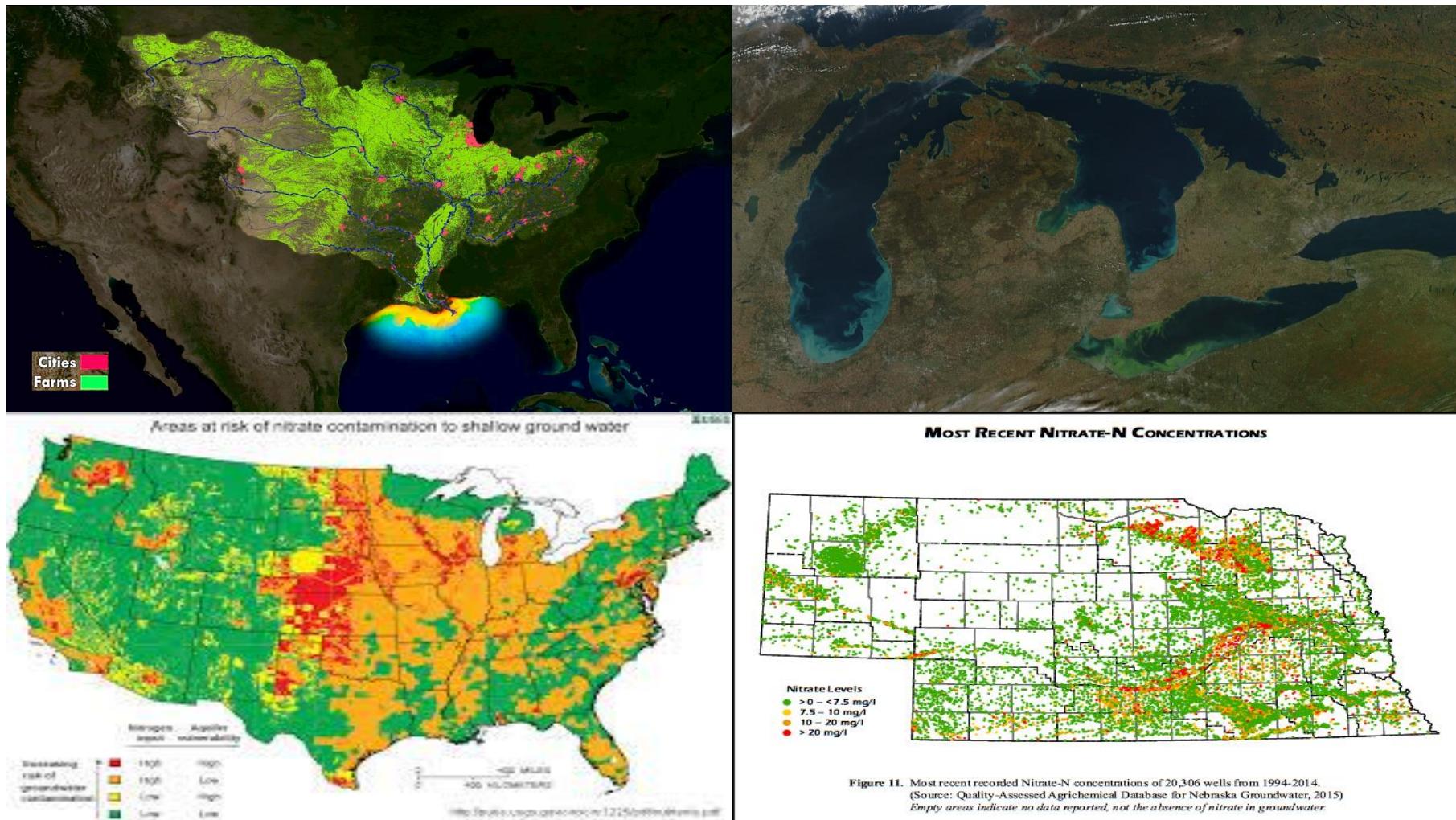
- Objectives today are no different than when the original No-Till movement started.
  - Increasing soil OM
  - Improving soil structure and stability
  - Increasing soil biological activity
- Focus has shifted
  - From No-Till to Cover Crops
  - Improving Biological, Physical and Chemical soil properties.
- Unproven or Unpredictable Yield benefits
  - No Standard Metric
    - Haney test
    - PFLA
    - Cornell Soil Health Assessment
  - Work Needed in Calibration & Correlation
  - Added Management
    - Species Selection
    - Nutrient Needs
    - Termination

# Soil Health





# Water Quality

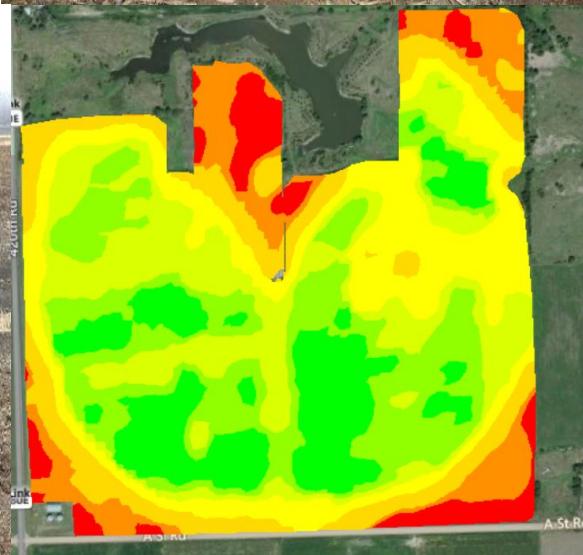
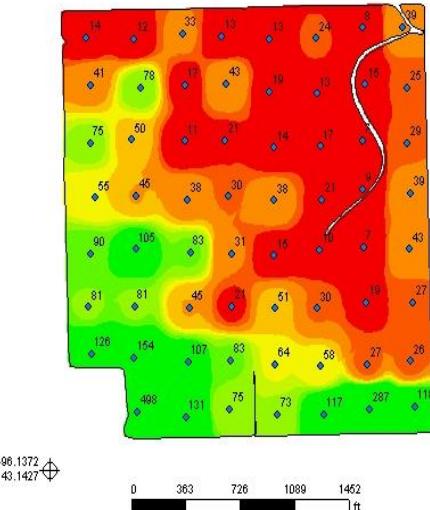
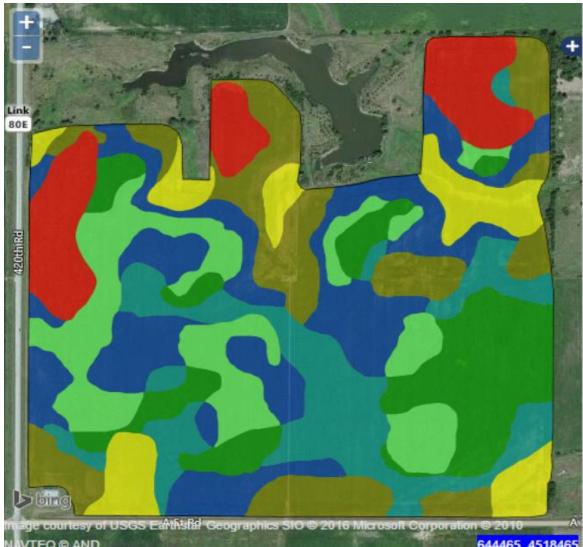


# Water Quality Improvement Strategies

- Take a look at edge of field measures
  - Wood Chip Bioreactors
  - Native Grass Filter Strips
    - Associated costs are high
- Improvements in soil health
  - Recovery of leachable nutrients
    - Nitrogen
    - Potassium
  - Stabilization of soil aggregates
    - Reduction in runoff and soil erosion
- Implementation of 4R Strategies
  - Right Rate
  - Right Source
  - Right Placement
  - Right Timing



# Fertility Programs

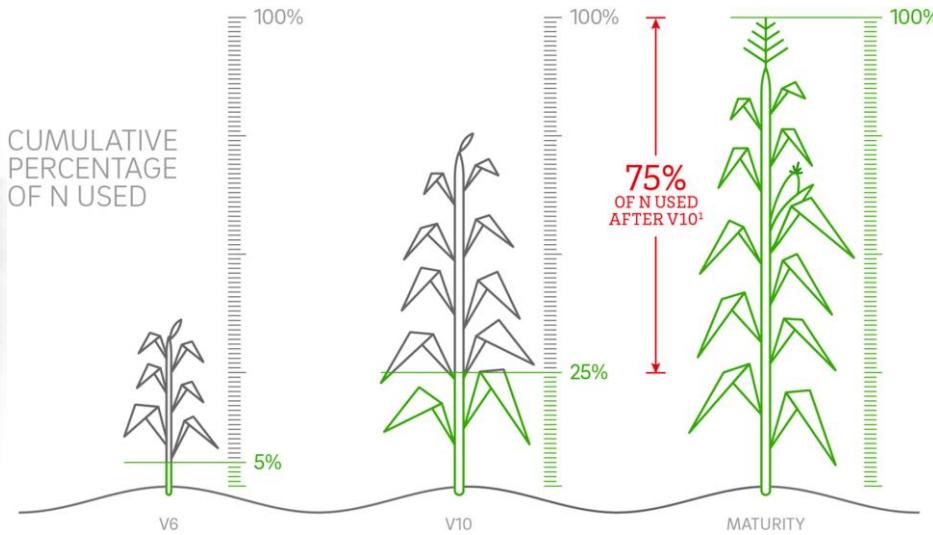


# New Challenges In Soil Fertility

- Increased Scrutiny
  - Growers watching costs
  - Others watching growers
- Increased Needs
  - Soil P levels still dropping at an alarming rate
  - Increasing Crop Removals
- Cover Crops will Increase Complexities
  - Understanding mineralization
  - Replacement of Nutrients used by a cover crop
- The Water Quality Issues will not go away
  - NRCS Study on the Ogallala Aquifer
  - Des Moines Water Works
  - Great Lakes Algae Issues
- Distractions and Confusion
  - New Players in the game
  - Transitioning Farms

## Moving Forward

“We have the **KNOWLEDGE** and **TECHNOLOGY** to improve how we do things, let’s **DO** it” – Randy Uhrmacher  
Farmer near Hastings Ne



# Summary

- None of these challenges are new, they just have more weight than in the past.
- Data and Technology will only take us so far
  - Strong Agronomics will be a MUST
- Complex problems NEVER have simple solutions
  - This is when the good Trusted Advisors get closer to their growers
  - Embrace the Complexity
- Fertility Programs, Soil Health and Water Quality are deeply interconnected
- Focus on the 4R Principles
  - Every Decision is a 4R Decision

# Thank You

Contact

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