



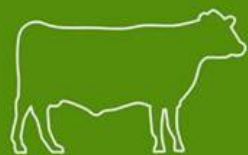
**Same Goals-New Names
Fertility Programs, Soil Health, and Water Quality**

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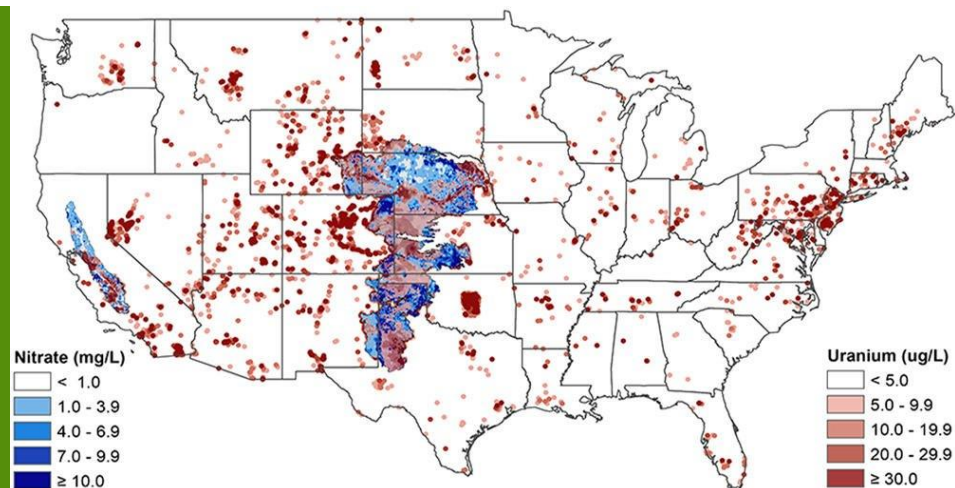
Today's Presentation

- 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

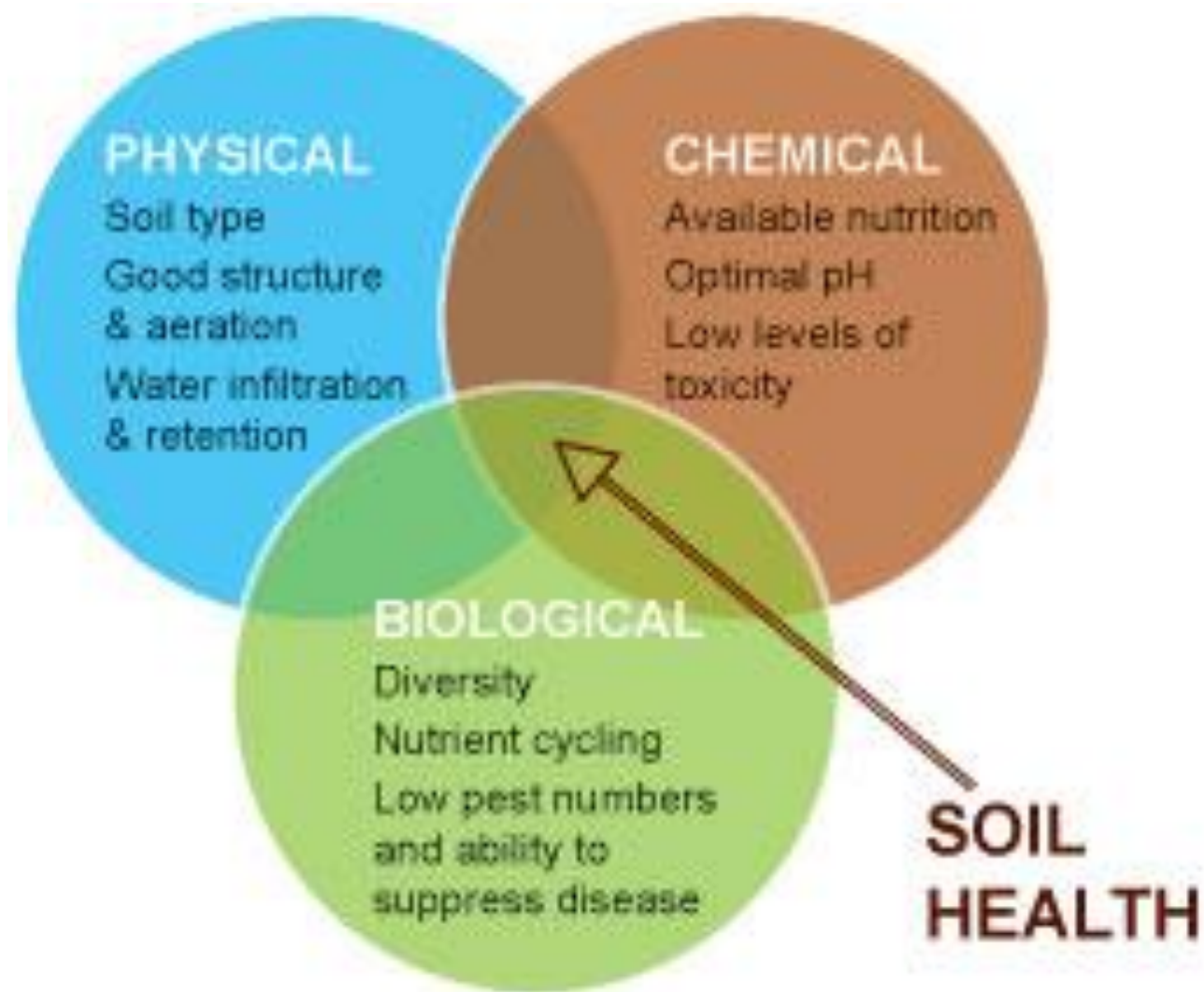
- Data collection and storage
- Growing need for info on resource management
- Reliance on a trusted advisor to help in a changing system

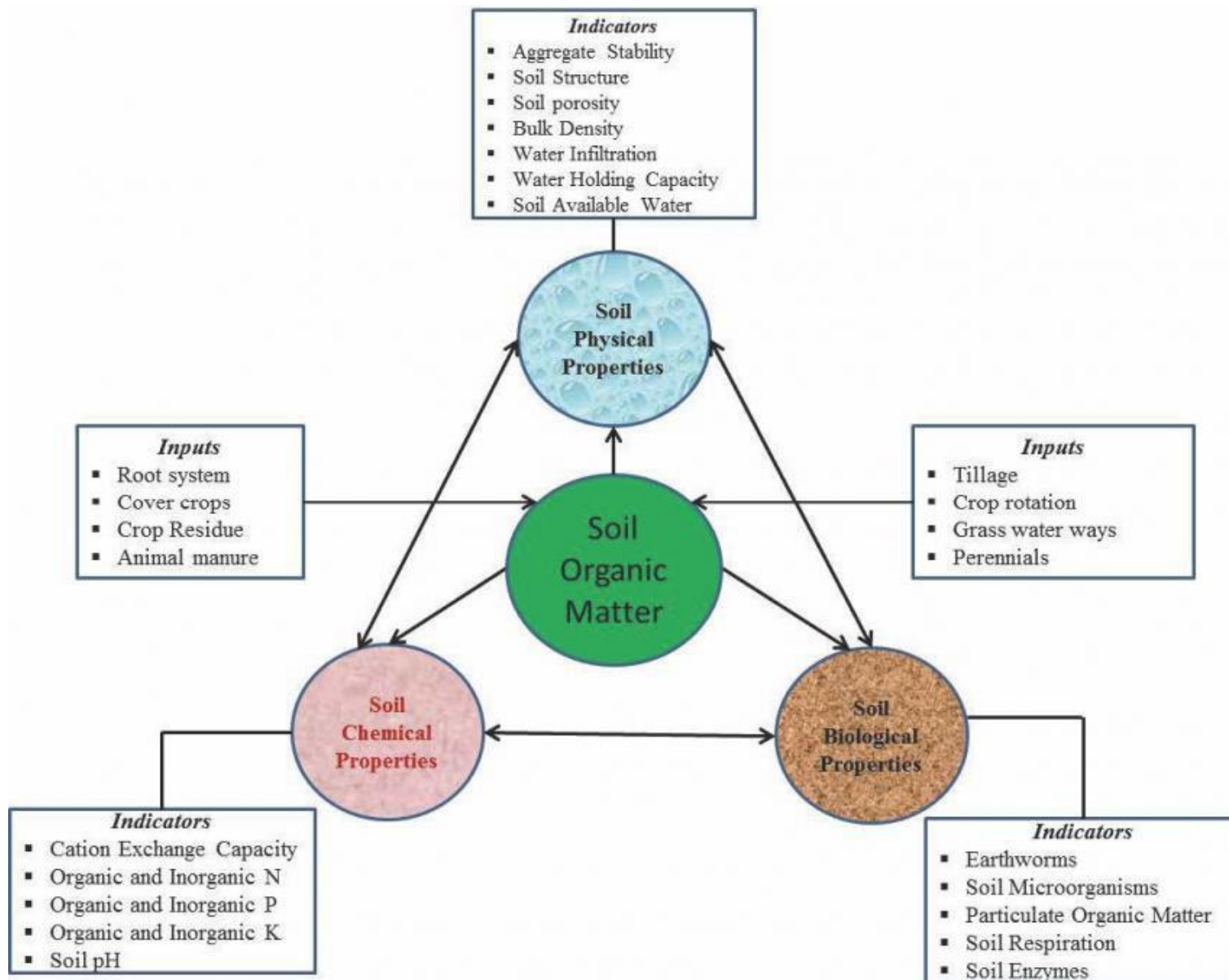
Soil Health

- 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

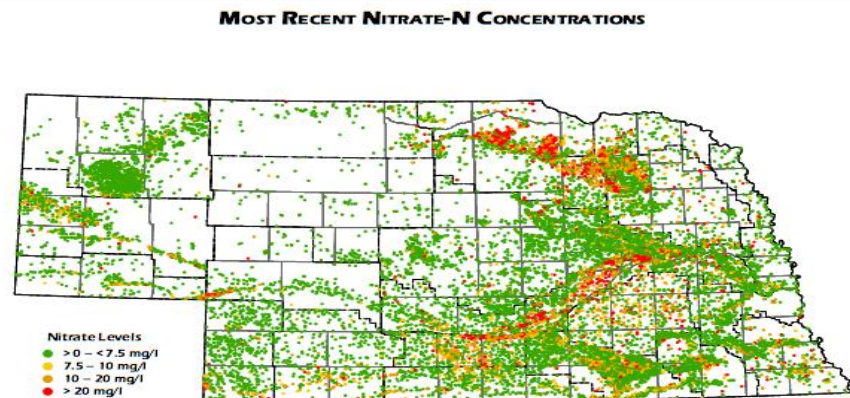
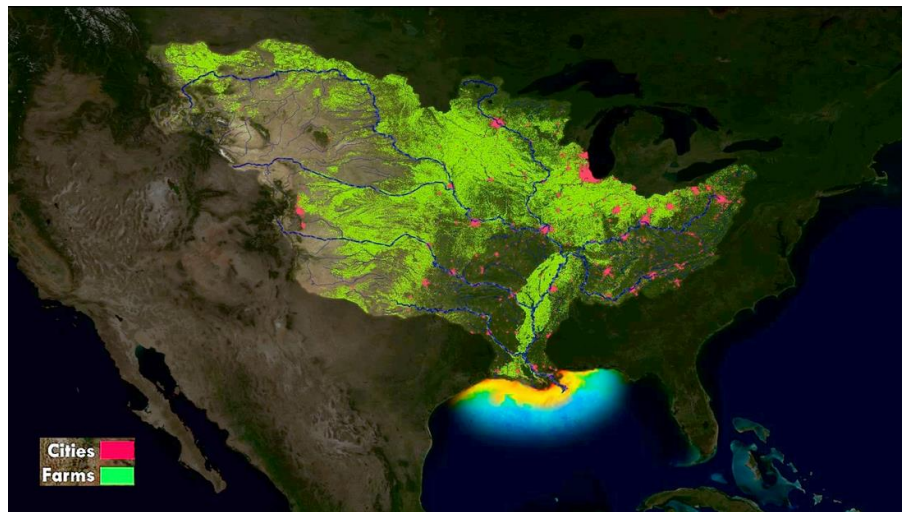


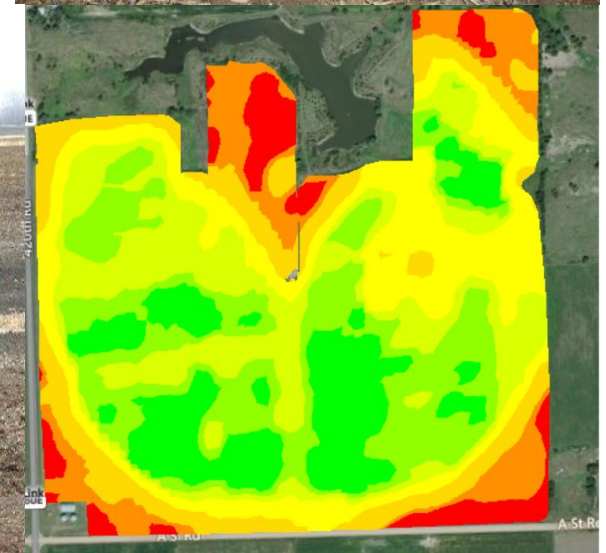
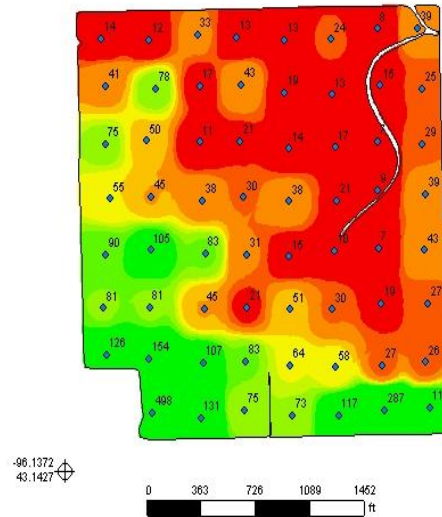
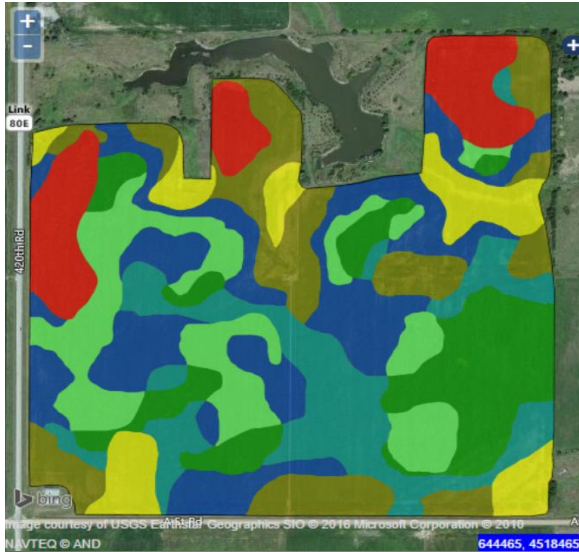
Figure 11. Most recent recorded Nitrate-N concentrations of 20,306 wells from 1994-2014.
(Source: Quality-Assessed Agrichemical Database for Nebraska Groundwater, 2015)
Empty areas indicate no data reported, not the absence of nitrate in groundwater.

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

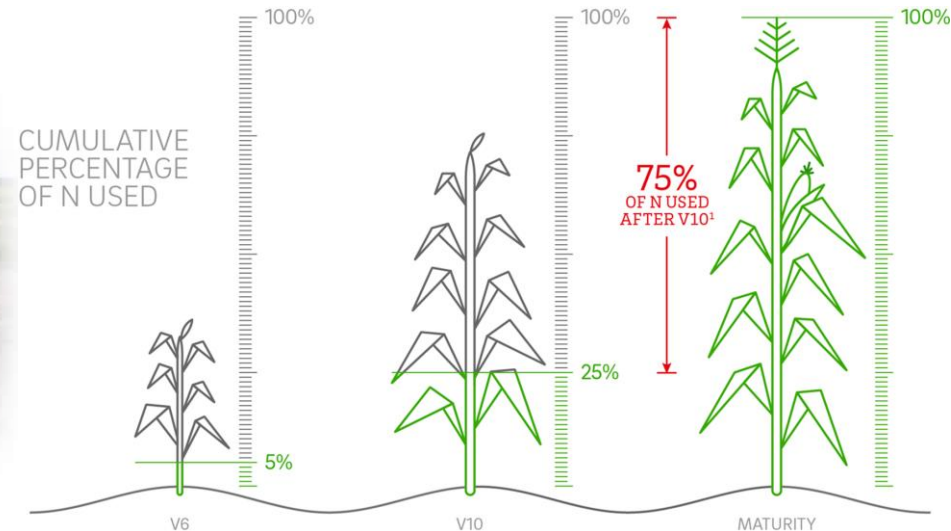


New Challenges In Soil Fertility

- 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 Ogalla 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

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