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ASA and PrecisionAg Institute to study ROI

Research of farmer return on investment designed to uncover the value of precision ag tools in soybean production systems.

The American Soybean Association (ASA) and the PrecisionAg Institute are teaming to conduct a study of return on investment (ROI) gained with precision agriculture technology by America's soybean growers. The groups hope to uncover the unique benefits of computers, GPS, variable-rate controllers and field-mapping software in soybean production.

"For many, this technology seems to be key to efficiency and profitability in today's crop production systems," explains Steve Wellman, President of ASA and soybean producer from Syracuse, Neb. "By teaming with the PrecisionAg Institute on this research, we hope to provide our members with additional guidance in their adoption of new technology."

Wellman explains that farmers are always looking for better ways to make the most of all their inputs, whether nutrients, seed or diesel fuel. By learning more and sharing research results, he says, ASA grower-members may be able to see more clearly what precision ag tools are likely to offer in improving their overall farm management.

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“Precision agriculture use, by its nature, must be field-specific if it’s to be worthwhile,” says K. Elliott Nowels, director of the PrecisionAg Institute. “That means each farmer will experience different benefits from its use. It’s our intent to narrow in on key benefits common to the precision experience in soybean production.”

This skilled management of inputs and yield enabled by the use of precision ag technology, says Nowels, is providing farmers a positive message about conservation and stewardship.

“Research shows that when growers put precision technology to use, they are able to optimize their use of land, water, seed and nutrients. That kind of stewardship benefits everyone,” he says. “The support of our partners will help us reach more growers with that message and also help us tell the story of agriculture’s resource conservation to the wider public.”

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*The **PrecisionAg Institute** advances precision agriculture technology and its efficiency, stewardship and profitability on farms around the world through advocacy, education and research. PrecisionAg Institute activities include research projects, an online reference library, PrecisionAg e-news, the PrecisionAg Learning Center and PrecisionAg Awards for Excellence. More information on the PrecisionAg Institute can be found at www.precisionagworks.com.*

*The **American Soybean Association** represents all U.S. soybean farmers on domestic and international issues of importance to the soybean industry. ASA’s advocacy efforts are made possible through the voluntary membership in ASA by over 21,000 farmers in 31 states where soybeans are grown.*