

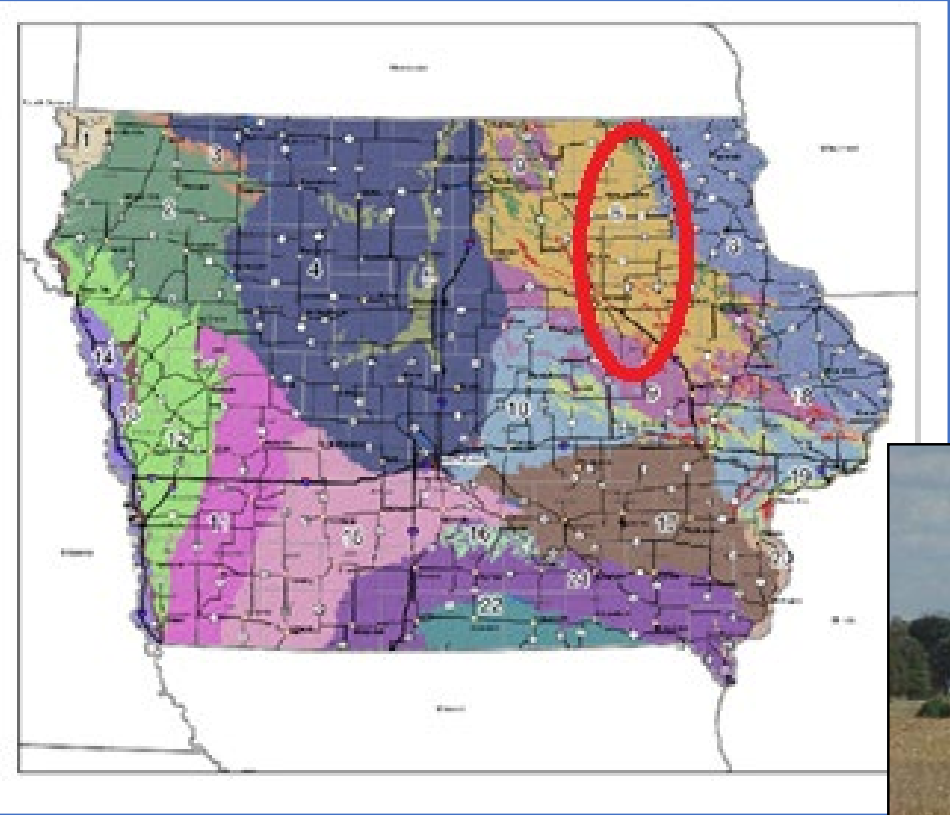


Benjamin Riensche Blue Diamond Farming Company - Jesup, IA

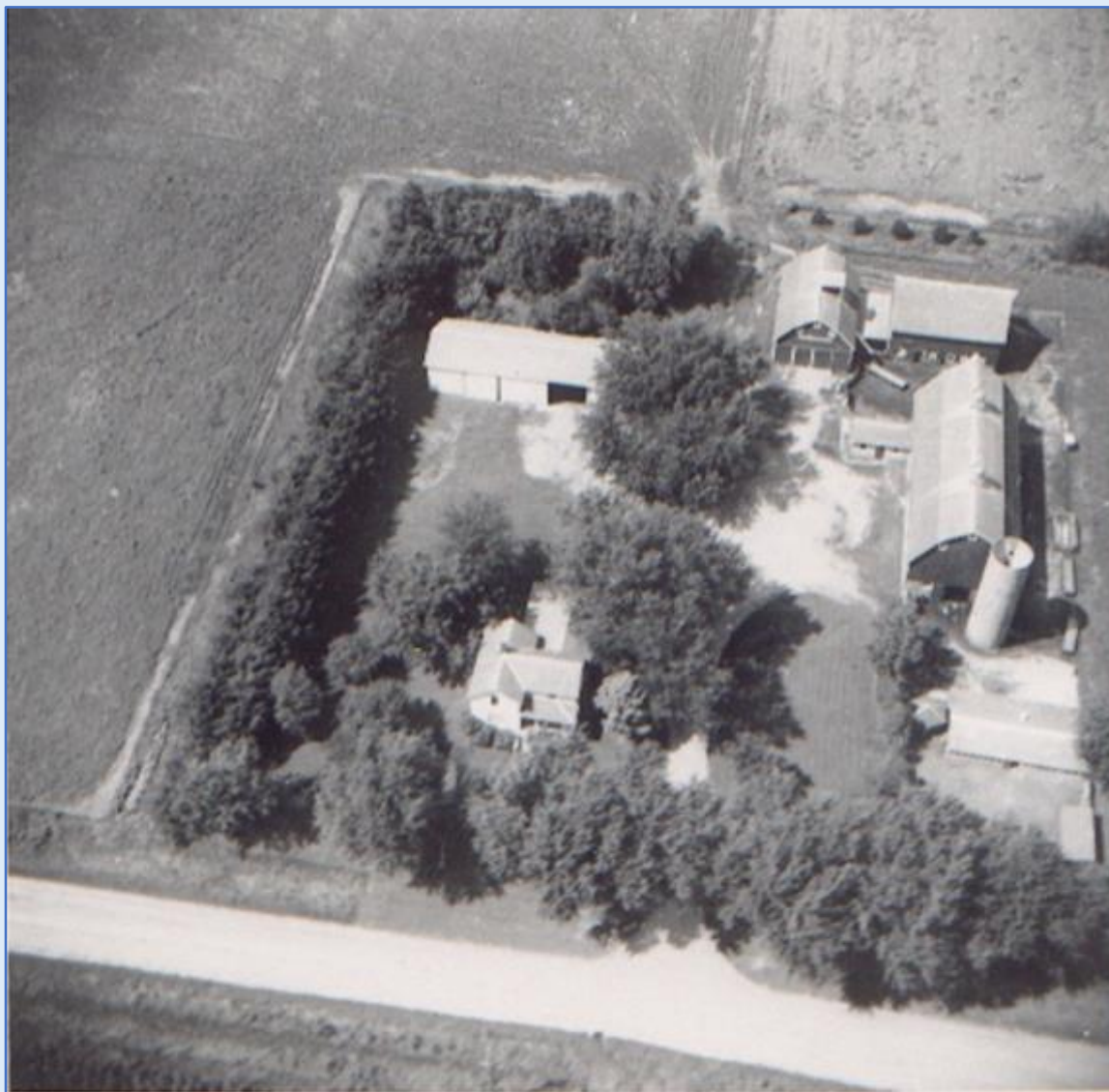


Six Generations: Since 1855

Farm
Foundation®



1940's



Farm
Foundation®

BLUE DIAMOND
FARMING COMPANY
JESUP, IA



HOARD'S DAIRYMAN

OWNERS REPORT

ROLAND W.
RIENSCHÉ

Jesup, Iowa

560 acres—
300-400 beef
cattle—700-800
hogs



SAVES TIME—MONEY

"I feed on 3 farms in a 6-mile radius. Before I got my Case mixer-grinder, it was a 2-man job—1 driving, 1 shoveling—a 4-hour chore. Now I do it myself in 2 hours, no shoveling. Figuring 4 hours hired man's salary at \$1.25, I save \$5 a day, \$35 a week, \$1,820 a year. In 6 months I've ground-mixed-blended 287 loads. This would cost \$2 a ton at the mill, and waste a lot of needed time. My mixer-grinder will pay for itself easily in a year."

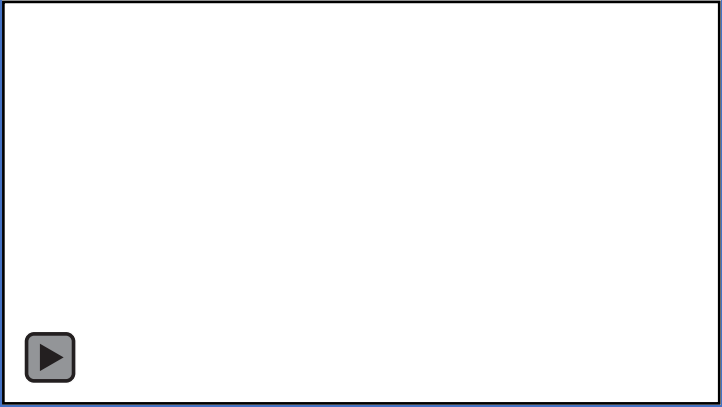
with a **CASE**
GRINDER-MIXER



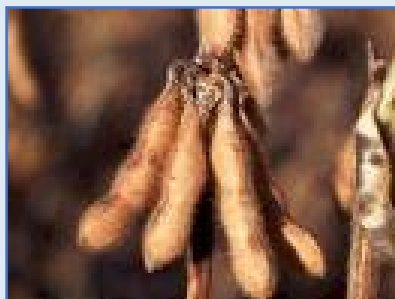
Farm
Foundation[®]



Corn



Farm
Foundation®



Soybeans



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Foundation®

BLUE DIAMOND
FARMING COMPANY
JESUP, IA



DIY

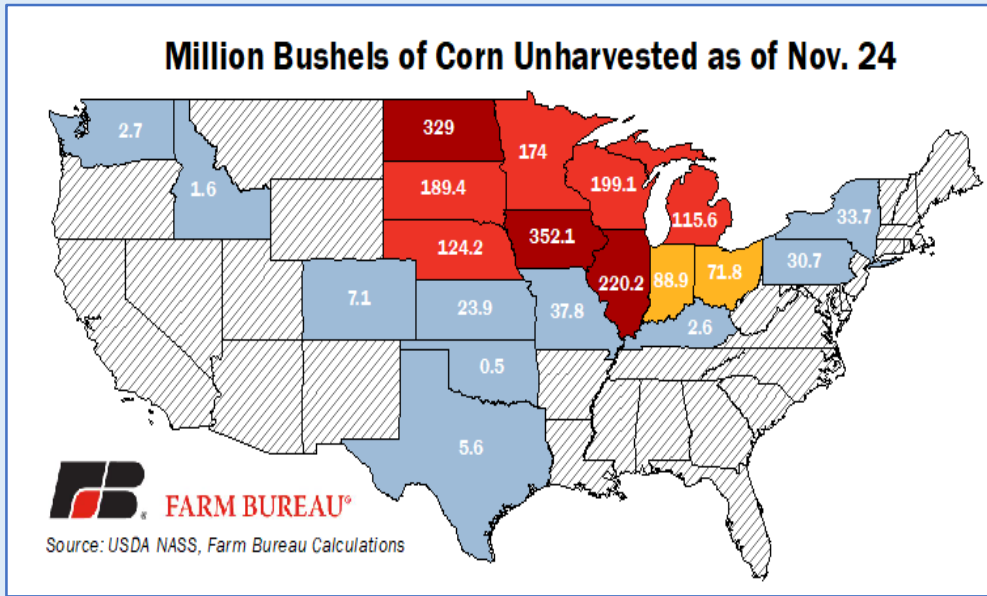


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Foundation®

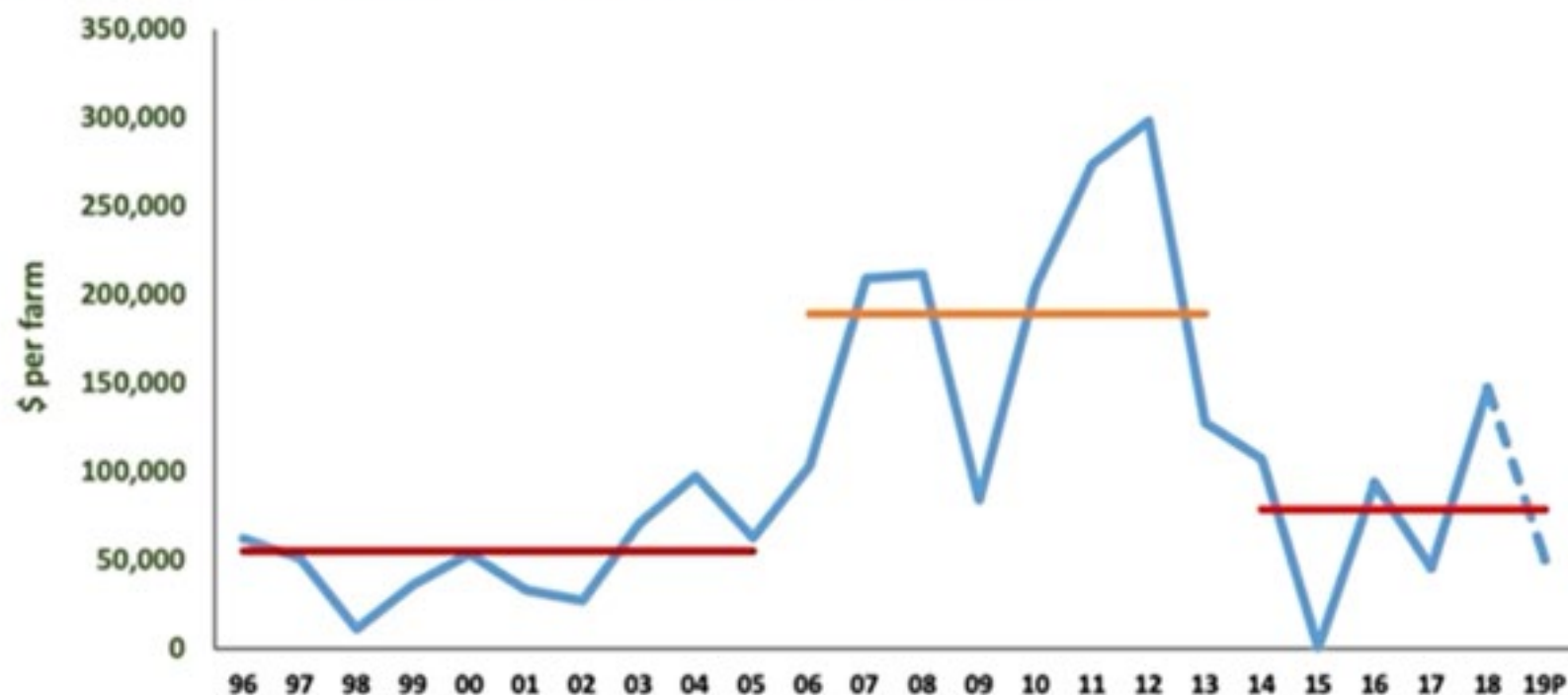


Farm
Foundation®





Averaged Net Income on Illinois Grain Farms



Outcome Based Pricing

Where does it fit?



- Beginning or thinly capitalized producers who need to minimize risk
- Crops grown in more marginal conditions with greater production variability

“I make 99 decisions to raise my best crop”

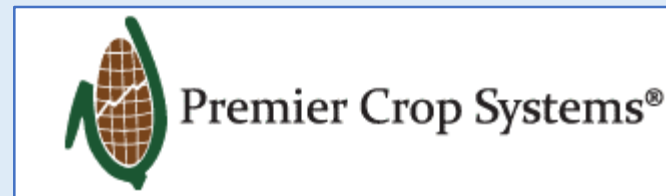
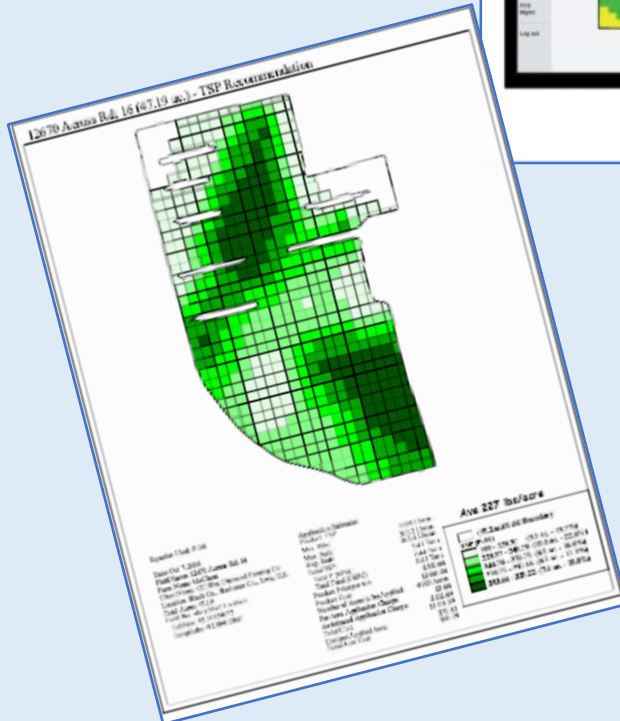
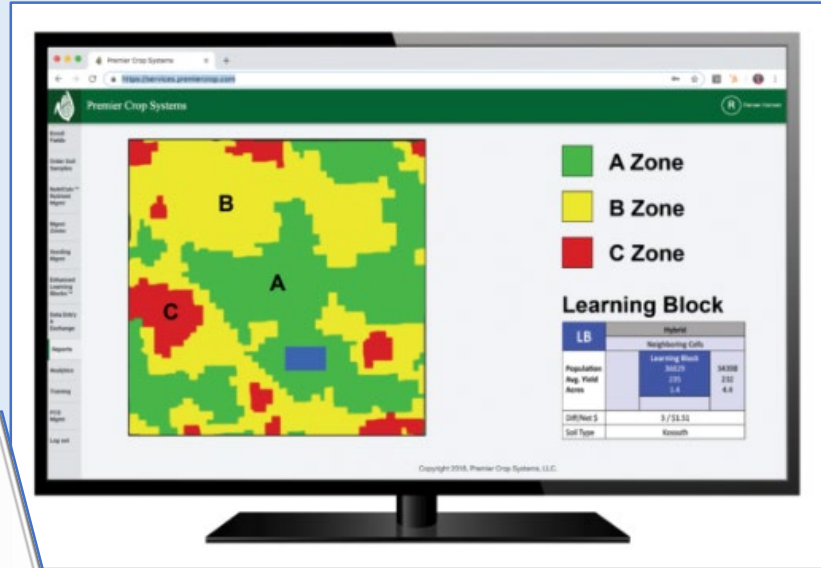


- One of them is to choose the seed
- One of them is to choose the crop care products

How to discern results attributable to seed & crop care vs. all the other factors in a production system?



Will Farmers Perceive Vendor Plans to be better than Private Plans?



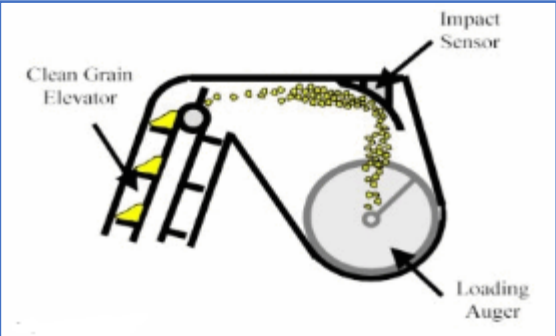


Crafted Data & Vendor Bias





Accuracy Issues with Technology



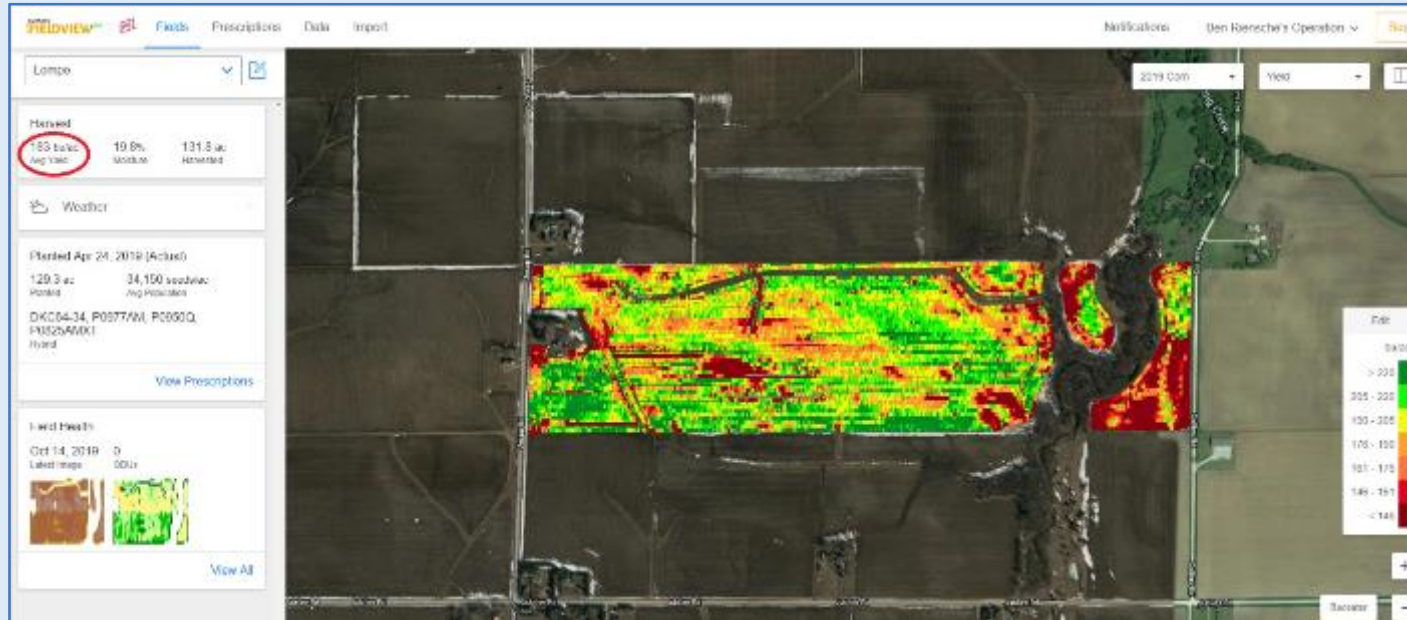
FIELDVIEW™	
Harvest Report - Daily	
Oelwein 60th Street (Blue Diamond / Blue Diamond) JD S680-2 (Corn)	
Acres Harvested	59.8
Avg Speed (MPH)	4.4
Avg Yield (Bu/ac)	285
Avg Moisture	20.9%
Total Bushels (dry)	17,098
Total Lbs (wet)	1,024,489

Oelwein 60th Street (Blue Diamond / Blue Diamond) JD S680-3 (Corn)	
Acres Harvested	58.1
Avg Speed (MPH)	4.4
Avg Yield (Bu/ac)	215
Avg Moisture	20.1%
Total Bushels (dry)	12,510
Total Lbs (wet)	741,652





Accuracy Issues with Technology



DUNKERSON OPERATIONS ELEVATION
Dunkerdon, Iowa
500 West Dunkerdon Street
PO Box 455
Dunkerdon, IA 52026
Friday 22 November 2019

11/22/19

11:14 AM

Page: 1

Project: 101 00012755
 500 & 1000 WILSON RD
 10127 DECADE ROAD

Sheet: D 00012755
 Sheet: D 00012755

10127 & 1000 WILSON

CRD: IA 50645

Connection: Cook
 County: Polk

Line	Sta	Dist	Curve	Chord	Angle	Chord	Angle	Chord	Angle
1	0+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
2	100+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
3	200+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
4	300+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
5	400+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
6	500+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
7	600+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
8	700+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
9	800+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
10	900+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
11	1000+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
12	1100+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
13	1200+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
14	1300+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
15	1400+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
16	1500+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
17	1600+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
18	1700+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
19	1800+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
20	1900+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
21	2000+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
22	2100+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
23	2200+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
24	2300+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
25	2400+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
26	2500+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
27	2600+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
28	2700+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
29	2800+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
30	2900+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
31	3000+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
32	3100+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
33	3200+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
34	3300+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
35	3400+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
36	3500+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
37	3600+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
38	3700+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
39	3800+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
40	3900+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
41	4000+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
42	4100+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
43	4200+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
44	4300+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
45	4400+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
46	4500+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
47	4600+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
48	4700+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
49	4800+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
50	4900+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
51	5000+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
52	5100+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
53	5200+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
54	5300+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
55	5400+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
56	5500+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
57	5600+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
58	5700+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
59	5800+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
60	5900+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
61	6000+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
62	6100+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
63	6200+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
64	6300+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
65	6400+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
66	6500+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
67	6600+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
68	6700+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
69	6800+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
70	6900+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
71	7000+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
72	7100+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
73	7200+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
74	7300+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
75	7400+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
76	7500+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
77	7600+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
78	7700+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
79	7800+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
80	7900+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
81	8000+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
82	8100+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
83	8200+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
84	8300+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
85	8400+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
86	8500+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
87	8600+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
88	8700+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
89	8800+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
90	8900+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
91	9000+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
92	9100+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
93	9200+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
94	9300+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
95	9400+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
96	9500+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
97	9600+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
98	9700+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
99	9800+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00
100	9900+00	100.00	100.00	100.00	180.00	100.00	180.00	100.00	180.00

CRD: 10127 DECADE ROAD
 10127 DECADE ROAD

CRD: 10127 DECADE ROAD
 10127 DECADE ROAD
 CRD: 10127 DECADE ROAD
 10127 DECADE ROAD
 CRD: 10127 DECADE ROAD
 10127 DECADE ROAD

Curve Data	Station	Length	Offset	Radius
CRD: 10127 DECADE ROAD	10127 DECADE ROAD	10127 DECADE ROAD	10127 DECADE ROAD	10127 DECADE ROAD
CRD: 10127 DECADE ROAD	10127 DECADE ROAD	10127 DECADE ROAD	10127 DECADE ROAD	10127 DECADE ROAD

29310
 130.9
 224.35
 10/10/19

What happens when we need to pursue Plan B?



Accuracy Issues with Retailers & Invoicing





Mixing and Matching a Solution? What's Driving Competition and Innovation?



“75 years ago I planted my first field of corn with horses, and the horses knew more about what I was doing than I did. In the last field of corn I planted, I used a bunch of touch screen monitors in my tractor, and they knew more about what I was doing than I did.

I guess I really must not have ever learned much about planting corn!”

Roland Riensche (89)



