

# Press Release

## Promises Greater Yields...and Greater Profits

Austin, Texas

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A new Internet service geared towards grain producers who use **Precision Farming Technology** has been announced by HarvestMap Systems, Inc. [www.harvestmap.com](http://www.harvestmap.com). This online analysis service will not only provide graphical maps of fields but, through its online integration, help answer many of the questions grain farmers ask themselves throughout the year, such as;

- **What is the best variety for each of my fields?**
- **What is current value of my total harvest?**
- **How can I optimize my operation to minimize my costs?**

### How Does HarvestMap Provide Answers to These Questions?

HarvestMap offers a range of tools to subscribers based primarily on the use of yield monitor files. Users simply upload their yield monitor file to their secure account, and then experience the power of integrated information: commodity prices, community data, yield analysis, and more. The value of the real-time analysis includes yield maps, financial tools based on CBOT prices, and the power of the what-if substitution tool. With the “what-if” tool, a producer can elect to re-compute the yield on one of his fields by substituting his variety with other higher-yielding results from the community of users. This substitution option brings the power of subscriber “community” data into play, vastly increasing the power of the **Precision Farming** concept. Based on the subscriber “community” data, a prediction can be made on yield increase. Producer’s can not only increase their yield, but also increase their profit – the real objective of these tools.

### How does it work?

The producer simply uploads his yield Monitor file to the HarvestMap network after receiving a unique username and password. No one but that subscriber can view the yield map of that field, but the summary of that field becomes part of the HarvestMap community, helping to create a pool of valuable information.

### Why Should Grain Producers share yield monitor data with other subscribers?

There are two main reasons: 1) subscribers will have online access to a database that contains yield results from all across North America, and 2) incorporating real-time information into the decision-making process – all for a specific field. The value of the “community” data coming from the yield monitor files cannot be overstated. This information can be used to compare how well your variety performed against a whole range of others. Members can ask questions of the community of users – the HarvestMap database - and discover which variety performed best, say, under similar conditions to their location, or find out how their variety of choice ranked in performance against others – regardless of the variety type.

No one else today offers online precision farming analysis. This is a one of a kind service that will become an integral part of farming in the future. Joe Nelson, President and CEO of HarvestMap Systems, Says, “**I believe producers will come to realize that the value of their yield monitor files will be greatly amplified when it becomes part of a larger community. It is to their benefit to become part of a shared knowledge pool**”.

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