



Data ForwardSM



How can Latham help maximize your Profit per Acre?

1. Are you using Precision Ag?
2. How do you use it?
3. What would you like to improve on?



Why Data Forward™

We believe your data can be the foundation to drive decision making and keep your farm sustainable.

How Data Forward Works

A Latham led personal approach:

1. Advisors conduct a data quality analysis
2. Advisor personally cleans and organizes each field and layer of data
3. Advisors share results

What does Data Forward Service Include?

Advisors evaluate data and assist in making decisions:

1. **Analytic Reports** to simplify decision through data analysis
 - Yield by soil type
 - Yield by hybrid
 - Yield by seeding rate
 - Yield by nitrogen
2. **Crop Planning** to simplify product selection decisions and save time during planting
3. **Management Zone Creation** to reveal high and low productivity in each field
4. **On-Farm Trials** to test specific products and production practices on your acres

Additional Services

1. **Data Forward App** Pro Version
2. **VR Seeding** to match population to field conditions and specific hybrids
3. **VR Fertility** (P, K or Lime) to help determine timing and placement
4. **Soil Sampling**

PRODUCT	FEATURES	DEALER REBATES	RETAIL PRICE
NEEDS ASSESSMENT	Our Precision Agronomy Advisors will diagnose your needs and deliver a Technology Recommendation Report with high-impact activities that can provide immediate return to your farming operation.	 Latham[®] Cash Discount Applies! 	\$499 Complimentary for a Limited Time!
DATA FORWARD SERVICE	<ul style="list-style-type: none"> • Includes Data Forward[®] Pro iOS app • Cleaned, organized Yield Data with Data Quality Analysis • Planting recommendations and insights • Customized Harvest Insights (reports/custom analysis) • Enabling on-farm product and agronomic testing 		\$3.00/ac
SEEDING ONLY (VRS)	<ul style="list-style-type: none"> • Rx's delivered for Seeding 		\$1.00/ac
FERTILITY ONLY (VRF)	<ul style="list-style-type: none"> • Rx's delivered for Fertility 		\$1.00/ac
SOIL SAMPLING	2.5 acre grid sampling *Must be ordered with Data Forward VRS or VRF		\$9.00/ac
ZONE SOIL SAMPLING	EXAMPLE (80 acre field with 3 zones = \$159 or 1.99/ac)		\$53.00/sample
ZONE MANURE SAMPLING	0"-24" With Nitrate		\$75.00/sample

Data Forward Benefits

High impact activities with immediate return:

1. **Data organization** can seem overwhelming. Latham's Precision Agronomy Advisors work to collect and upload your data into our user-friendly system
2. **Performance benchmarking** with other anonymous Data Forward participants
3. **Testing and trials** to determine what's best for your fields

Breakeven Economics

	Price (Price per acre)	Corn Breakeven (figured with \$4 corn)	Soybean (figured with \$9 soybeans)
Data Forward Service	\$3.00	.75 bu/a	.33 bu/a
Seeding Only (VRS)	\$1.00	.25 bu/a	.11 bu/a
Fertility Only (VRF)	\$1.00	.25 bu/a	.11 bu/a
Grid Soil Sampling	\$9.00	.56 bu/a	.25 bu/a

Who to Contact

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