

case study: Barron Collier-Silver Strand

precision
ag use of
yield data

Barron Collier has been collecting yield data, using CitriTrack™ and HarvestMap™ for several years. Their primary focus has been to accurately collect yield data for use in their precision-ag system.

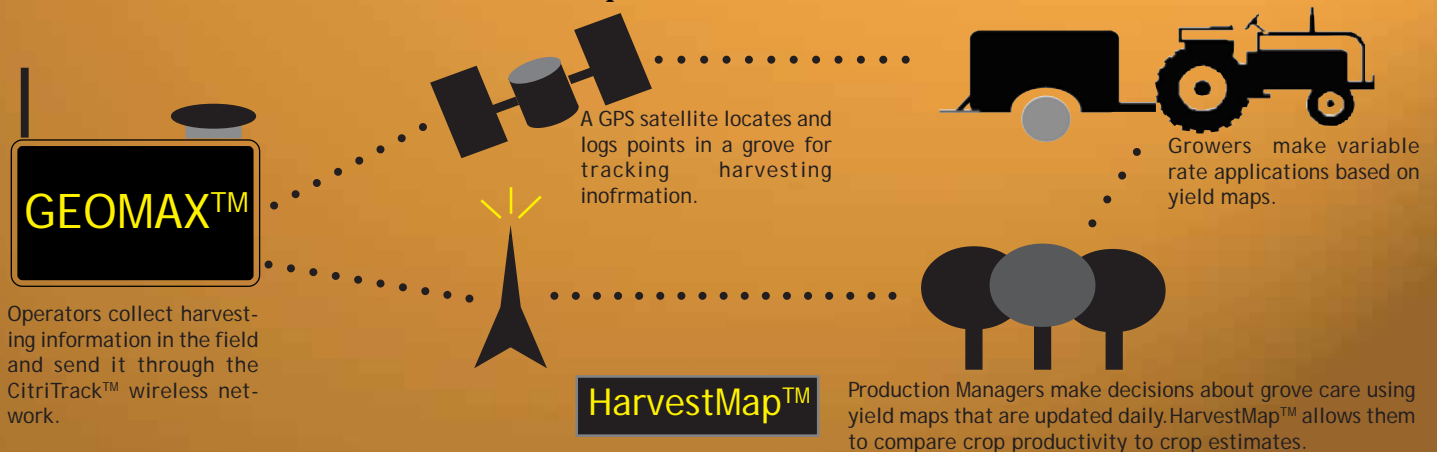
With the HarvestMap system, yield information can be accessed, daily, to aid in grove care decisions.

However, yield maps created by HarvestMap provide the most valuable information in making tough choices. Yield maps can expose areas that are under producing and closer examination can reveal limiting factors, such as, soil characteristics or drainage problems. Bryant Cawley, Director of Technology and Research for Silver Strand says that this information “is a tool to help show problem areas that we can inspect and improve.”

Utilizing yield maps, Taylor and Cawley identified an area in the grove that had low yields. Field verification revealed that the soil in this area was poorly drained and the low productivity was most likely due to damage caused by flooded conditions over time. With this information a variable rate map was created to decrease the amount of fertilizer applied in this area and save material costs until the problem is solved.

“Yield monitoring will aid in the survival of the citrus industry.”

Forrest Taylor,
Citrus Manager - Silver Strand III Groves



“An accurate map has an impact on the amount of fertilizers and chemicals you use.”

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Citrus Manager - Silver Strand III Groves

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Equipped with this information, grove managers can localize crop applications and make decisions at a sub-block level rather than making uniform applications that may over apply materials and waste money.

Not only does Barron Collier Silver Strand Division actively use the HarvestMap system, but they continue to rely on GeoAg Solutions as a resource for new technology. When

Barron Collier approached the GeoAg team with a request for a new product for collecting tree inventory information, GeoAg responded with TreeLogger.™ This program records the location of a tree when it is removed, allows the grower to create an accurate tree count and provides the specific location of resets in the grove.

GeoAg Solutions is enthusiastic about precision agriculture applications and works to ensure that you are getting the most value possible out of your products.

"GeoAg seems to be more aggressive about new technology and they are responsive to our concerns."

Everett Loukenen, Barron Collier Agribusiness Manager.

