



# PRECISION VISION

Inside the boundary and out of the box

## SHOW NOTES

**Title:** Episode 1: Introducing Precision Vision Podcast

**Hosts:** Craig Houin & Morgan Seger: Precision Technology Specialists

**Description** In the first episode of the Precision Vision Podcast, we meet our two hosts, Craig Houin and Morgan Seger, and learn the format of the podcast and plan for the future of the show.

### Episode 1: Introducing Precision Vision Podcast

**Craig (C):** I am your host Craig Houin

**Morgan (M):** and I'm Morgan Seger. We are so excited to have the opportunity to talk to you about what's relevant in Ag Tech and really just evaluate all of the things that are coming out onto the marketplace, so we can figure out what will help make Growers most successful.

**C:** Exactly. And I'm looking forward to doing this on a regular basis.

**M:** Craig is in a very interesting position where he gets to spend a lot of his time evaluating tools that are coming, that maybe aren't even necessarily launched yet, and figuring out if they're going to help Growers become more successful, and how they're going to do that, potentially without too many pain points.

**C:** Yeah

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**M:** So, it's a constant evaluation. So, Craig do you want to kind of get it started by talking about what your day today role is.

**C:** Yeah, um my title is Data Innovation and R7 Lead with Sunrise Cooperative and what that basically means is that I do evaluate and try to innovate from a data perspective and technology perspective and the software is it come to us and also some equipment that's available. And determine how we can impact our Growers or owner's performance in the field to improve ROI. And also, to improve on yield over all so. Try to implement that, I hate the word seamless, but try to make it seamless so people can move back and forth between platforms as they need to, to get a better understanding of their field performance or their product performance in the fields. So that's part of my role. The other side of it is implementing the R7 tool both internally, within our walls of Sunrise Cooperative but also take it to the farmer and at the farmer level and I utilize it for whether it be seed selection through the Answer Plot information or on an imagery perspective with in-season imagery, archived imagery, that's within the tool to develop management so that we can improve our yields in a field from a field boundary perspective. How about you Morgan? You've been with Winfield United for....

**M:** Going on 9 years.

**C:** Going on 9 years. Wow. Time does fly.

**M:** I've been able to serve in a couple of different roles. I'm on the Ag Technology team, my role is to primarily support our proprietary tool. So, the R7 tool and then some of the new things that we've been rolling out in the recent years of Field Monitoring tool and Field Forecasting tool. So, on a day to day bases we get to work with the local ASAs and their customers, the grower owners, to make sure we are being as productive as possible through management zones and things like that, and how were making those decisions. Working with Winfield United I've had an opportunity to being kind of a unique position where we get to take tools out to Growers but also, kind of like Craig, be constantly evaluating new things and that's also including kind of our digital footprint and how we are reaching our customers to make sure we're being the most effective as it comes to managing their time in education and also how they utilize these tools.

**C:** Sounds interesting. So, Morgan, you told us what you're doing now. Where did you come from? What's your background?

**M:** Where did I come from? Well how far back should I go? I grew up on a small livestock farm in northwest Ohio and learned some of the things that I'm using today, but I didn't actually get into agronomy and row crops until I graduated from college in 2009. So, I went to the Ohio State University and studied actually marketing and communication, and then got kind of, um, what do they call it when you just get completely immersed in a topic really quickly? Baptism by fire or something, into agronomy Day 1. They started training me - we have some in-house agronomists that do a fantastic job and have really got me up to speed, and the nice thing about being able to work on the Ag technology side

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**M:** being, new to Agronomy was that at that point in time like there is precision ag, but none of the tools that were working with today existed. So, it was really easy for me to get up to speed with those while I was getting an understanding of the basics of fertility and crop protection and things like that so kind of gave me my place in the market to understand those Precision Tools. Through the years I've work for WinField United, I've worked primarily in Ohio and in the Midwest, but I've also has some opportunities to get out to the east coast and work with people in the Delmarva and work up in Quebec and Ontario. And so, networking with Growers across the country has given me a pretty interesting perspective, I think, on [how] not every tool works for every grower, and so hopefully we can kind of carve some of those niches out on where the different tools work best for certain people.

What about you Craig? I know I've been working with you for like the last seven or eight years in Precision. You want to dive a little bit deeper for us and help the listeners understand where you're coming from?

**C:** Yeah, like you Morgan I was raised on a small livestock farm although I was raised in Indiana. My family in Indiana is very strong in agriculture both in production agriculture and outside whether it be grain marketing or ag retail, so I've got a lot of experience growing up. I did the whole FFA and 4H thing growing up, this is back in the 80s, so we didn't have precision technology back then. I went to school at Purdue University and studied Ag Econ, Agriculture Economics, and really wanted to go into public finance and community development, but instead I got married and moved to Ohio. And I couldn't find much work in agriculture, so I ended up working in manufacturing for a little bit as a costing systems analyst and did a lot of purchasing, international purchasing and domestic [purchasing]. So, I had a really good understanding of logistics and just in time inventory and stuff like that. Finally had an opportunity to get back into agriculture in the early to mid 2000s and really grabbed a hold of it. Enjoyed it tremendously. A lot of things had changed in the six or seven years it was that I was outside of ag and the precision ag boom took off. I had an opportunity to work for a farm, learned grid sampling and learned the software and figured out, pretty much on my own, how to do that stuff. Had a lot of support from good friends who helped me get started, but when it came time to understanding software and understanding the need for precision ag, it was done on my own for the most part. Moved to Sunrise Cooperative in 2011 and started off at the branch level and did grid sampling and did my fertility recommendations and such and learned the R7 Tool from Morgan, and really just started to understand imagery and how it could impact in season decision. And worked on that slowly but surely it seems like it's a lot faster than slow grew up within the program and understood it deeper. It just opened up a lot of doors for me to continue to move forward.

**M:** Yeah at the time in 2011 we rolled out the R7 tool and we knew that all of this Precision technology lived on a computer but would come to life in a field. So, I was looking for anybody at all who would just go walk a field with me so I could show them that this worked and help me tell this story. Craig was one of the first guys to kind of hop on and realize the impact that this technology could have, and how it could help us change the way that we manage Fields moving forward. So, I've been pretty grateful that he kind of took that leap of faith and spend an afternoon walking fields with me. It's crazy to think now how much the tools have changed since then and how many more options we have, and the influx that's going to be happening in this market place I think it's going to be incredibly large in the next

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**M:** couple of coming years. So, I'm excited to be able to kind of sit down and hash some of these things out with you.

**C:** And just being able to see that there is going to be a tremendous influx of Technologies coming down the pipe ready to be delivered to the farm gate is really the impetus of this podcast. Trying to maybe give some people a heads up as to what is out there, maybe give them a little bit of a perspective of how we envision it to work, maybe how we envision it to get delivered to the farm, how it could be implemented and utilized going forward and give them a little bit of a heads up on what's actually out there. There is going to be some duplication of technologies, and hopefully our listeners would be able to understand that and see the benefits.

**M:** And hopefully that's something we can sort out too.

**C:** Most certainly.

**M:** So, we're hoping to provide you with insights on a regular basis. We also are hoping to be able to dive in and do what we're calling the Pulse on Ag...give you a quick look at where things are at that date and time, what's relevant, what we need to be taking a look at. One of the challenges that we see with this podcast is taking something that's very visual, so taking all of those colorful maps that we love looking at, and making it make sense, basically, just listening to audio. So what we wanted to do is do a segment called Deep Dive with Craig, where we're going to allow him to just go as deep and technical as he wants, but we're going to try to give you a little bit of a heads-up when that's happening so you are mentally prepared to just put yourself in his seat and pretend you're looking at that map.

**C:** So, you're going to let me geek out for a little while

**M:** I'm going to let you geek out and I think that the audience is going to love it. However, if you geek out without us kind of setting the stage, sometimes it gets over my head. So, we're kind of hoping to break the podcast into a couple of segments like that looking at what's relevant, giving you some insights as to what's going on in the field at any given point in the season, and then deep diving into some really technical things as necessary to make sure we're giving you a good depth of understanding for these different topics. Moving onto our next episode, we're going to start a small series called The Seven Pillars of the R7 tool. This is going to be the foundation information for some of the Winfield United proprietary tools that we're using here at Sunrise and our base moving forward as we reference some of these tools. So, I'm really excited to kind of get into the basics of the R7 tool and how we've seen that be used and evolve the last seven years.

**C:** Yeah. This just sounds exciting, I can't wait!

**M:** I'm so excited! So, with that, we hope you tune in and listen to our next episode as we start that series. Thanks for listening to the Precision Vision Podcast, inside the boundary and out of the box.