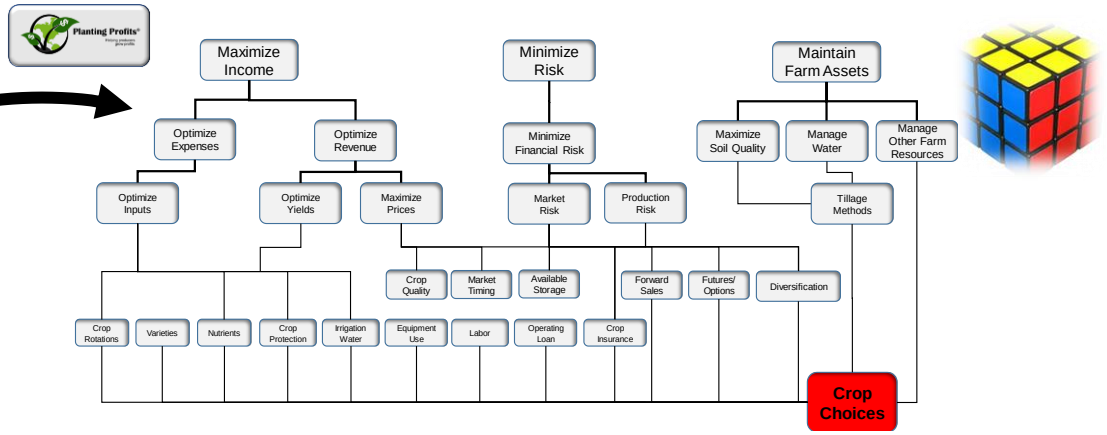
Using Planting Profits for Courses in Farm Business Management & Ag Production Economics

Planting Profits® is partnering with higher education to provide access to our on-line production planning tool for use in courses in farm business management and production economics. Planting Profits is an innovative on-line application that helps growers find their best mix of crops and acreage each year. The software uses farm data, mathematical optimization algorithms, and AI to quickly analyze all production options and determine trade-offs between profit, risk and asset use. Planting Profits takes optimization down to the farm level. Planting Profits is accessed via a browser. It can be used by any grower anywhere in the world. Planting Profits is free for growers to use.

Benefits to Students	***Planting Profits®*** course material introduces students to this new and powerful planning tool. Students gain valuable management and consulting skills which are applicable to the agricultural industry (farming or not), and elsewhere. Students learn basic software use including; collecting and entering farm data, generating and comparing crop mixes, scenario analysis and finding ways to trade-off income, manage risk, and evaluate asset utilization. Along the way, students encounter decision matrices (i.e. developing alternatives and criteria), deal with uncertainty, learn how to quantify and manage risk, learn how to acquire additional data/information to inform decision making, receive an overview of applied mathematics (usually for production economics courses).
Benefits to Instructor	***Planting Profits®*** is a flexible educational component. It can be incorporated into course content in lecture/demo format, in a computer lab, as a homework assignment, a project, independent study or some combination. Lesson plans are available and can be tailored to course time and integrated with related subjects. Training videos are also available. Courses can be offered remotely or in person. Learning objectives include; decision making under uncertainty (which is an important skill for future managers and executives regardless of whether they go into farming), risk management, asset utilization and data acquisition. Planting Profits has the potential to be both a memorable and valuable educational experience for students.
Benefits to the College	***Planting Profits®*** supports several institutional objectives. First, it equips students with a practical skill so that they can immediately add value to the ag community both in farming and in working with farmers (i.e. crop consulting, sales, precision ag, ag lending, etc.). Second, instructors acquire a new, and innovative, platform for teaching students the useful but complex subject of mathematical optimization and decision theory. Third, it keeps your institution on the cutting edge of technology and in sync with the mission to discover new and useful technology, helping transfer it to farmers and the ag community. Finally, our software and training materials can be used in grower outreach and in workshops sponsored by extension or community colleges. These workshops are “hands-on”; grower build their next production plan and learn important decision-making fundamentals. This can be very impactful – a direct benefit from your institution – to growers across your state.



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