



NEWS RELEASE

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INNOVATIVE ON-LINE PRODUCTION PLANNING TOOL AND ADVISORY SERVICE IS POTENTIAL GAMECHANGER FOR MANY GROWERS



Each year growers, deciding their crop mix, face a bewildering set of interconnected decisions, assumptions, and variables. On top of this, for growers with some diversity in crop choices and some flexibility in rotations, the number of crop/field choices is mindboggling. When it comes to planning, how do you know that all your choices have been laid out and honestly evaluated – that you have selected the best plan to take to the field?

Right now, there is a lot of stress and anxiety given crop prices. There is uncertainty in many areas... Gary Schneider, founder of Planting Profits®, says, “Our new planning tool can help. It will save growers time in planning while doing better planning. In many cases better planning leads to higher income, managed risk and optimum asset use – what Schneider calls the farm management trinity. Schneider often asks growers where they find time to evaluate all of this and how they keep it straight. The answers vary... Schneider continues, “Deciding a crop mix is similar to planning decisions faced by large and mid-size companies who manufacture products, albeit on a larger scale. These companies employ big thinkers and advanced software to help them figure all of this out, but where does a grower turn? Our software takes these proven concepts and tools down to the farm. Planting Profits figures out in seconds what otherwise could take hours or days tinkering with a spreadsheet or crop recordkeeping software trying to work through this.”

To use Planting Profits, the user inputs minimal crop and farm information. Then set some management decisions such as crop/field choices, crop acreage limits, and available working capital. In seconds it finds the most profitable combination of crops/fields/acreage while taking into account management preferences, profit goal, risk tolerance and available farm assets. Schneider points out that the planning tool does not upend a grower’s intentions, but rather shows, “how potential changes at the margins in one or more factors in a plan can boost profitability 10 - 30%. Normally it takes less than an hour to analyze an operation.”

When Planting Profits is launched it will be free for growers to use. Schneider is using a “soft launch” to roll out Planting Profits. “Since this time of the year most growers are set with their plans, we’ll make the planning tool available in the summer when growers begin planning for the 2020 crop year. This approach will allow us to meter usage and scale up accordingly. In the meantime, growers interested in learning more about Planting Profits can go to our website and see a demo and sign-up for an invitation to access Planting Profits now.

Lastly, for growers who would like to benefit from this planning tool but do not want to learn it (at least right now), Planting Profits offers a production planning service over the Internet. Growers can schedule an appointment and work with an advisor to build their production plans.

To learn more visit Planting Profits website, or email info@plantingprofits.com.