Technology, Sustainability & Continuous Improvement

1. **Sustainability** is an inherent part of agricultural business

2. **Doing More with Less** is part of being good stewards of the land

3. Farmers keep future farming generations top of mind

- Precision application of pesticides and fertilizers
- Targeted use of nutrients and water use
- Decreased erosion and/or soil degradation
- Technology that aids in the monitoring of crop conditions, weather and soil

Wholly or partially funded by one or more Checkoff programs.