

# Wantage Monitor Farm

**Meeting 12: Precision Farming - what pays?**

**15 November 2016**

**Catapult Satellite Applications Ltd, Harwell**

**Speaker: Ian Beecher-Jones**

**For more information, visit:  
[cereals.ahdb.org.uk/Wantage](http://cereals.ahdb.org.uk/Wantage)**



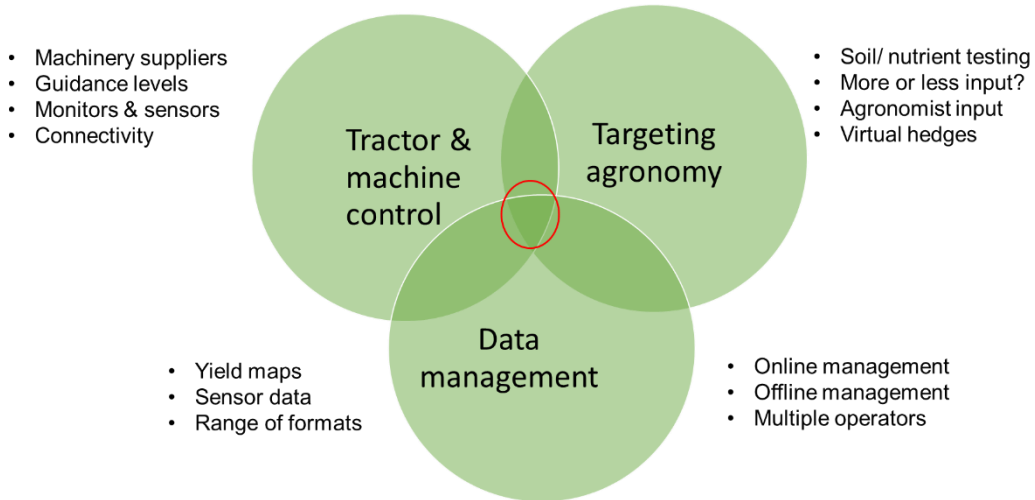
**Julian Gold, Wantage Monitor Farmer**

## Meeting summary – key messages

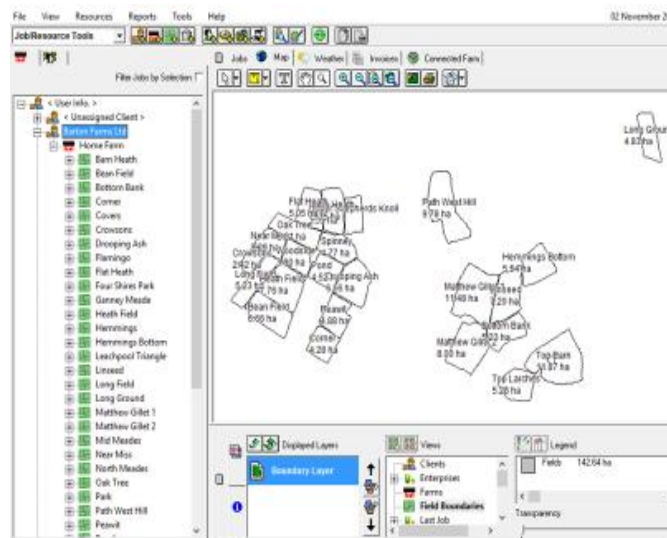
1. What provides the best return on capital? – *measure what you are doing and then decide where to spend your money*
2. What provides the best return on management time? – *good data management*
3. What is the best way to use all the data produced? – *carefully with a plan*
4. Keep it simple – less is more
5. Same digital farm across the team & monitors
6. Yield mapping – prepare early
7. If you haven't measured, then you can't manage and then you can't work out what pays or not

## Precision farming: what is it?

- Tractor & machinery control, targeting agronomy and data management
- Few are experts of all 3 areas with the perfect combination of skills in the middle.
- Be prepared to get help and work in partnership



- **Make the digital map the same as the physical map. Avoid multiple systems**
- **Let software and data in the farm office be the centre and control of all operations**
- **Identify the farming need and then use the software and precision farming to make it happen**



- **For yield data, use trends rather than the absolute**
- **Look to historic maps and take a walk with a spade for the cheapest 'entry' into PF**
- **Every farm and farmer will have a different solution**

## Next meetings

10 January 2017	09:30	Re-configuring fixed costs, Sebastian Graf-Baker
7 February 2017	09:30	Soil physics, chemistry and biology, Joel Williams
14 November 2017	09:30	Final programme meeting, Harvest 17 and conclusions

Venue: Snells Hall, Church St, East Hendred, Wantage OX12 8LA

**To attend the meetings, please contact your AHDB Cereals & Oilseeds Knowledge Exchange Manager:**

Philip Dolbear                                      philip.dolbear@ahdb.org.uk                                      07964 255614

**To find out more about AHDB's benchmarking tool, please contact:**

David Pett    david.pett@ahdb.org.uk    07813 454537

*While the Agriculture and Horticulture Development Board seeks to ensure that the information contained within this document is accurate at the time of printing, no warranty is given in respect thereof and, to the maximum extent permitted by law, the Agriculture and Horticulture Development Board accepts no liability for loss, damage or injury howsoever caused (including that caused by negligence) or suffered directly or indirectly in relation to information and opinions contained in or omitted from this document. Reference herein to trade names and proprietary products without stating that they are protected does not imply that they may be regarded as unprotected and thus free for general use. No endorsement of named products is intended, nor is any criticism implied of other alternative, but unnamed products.*