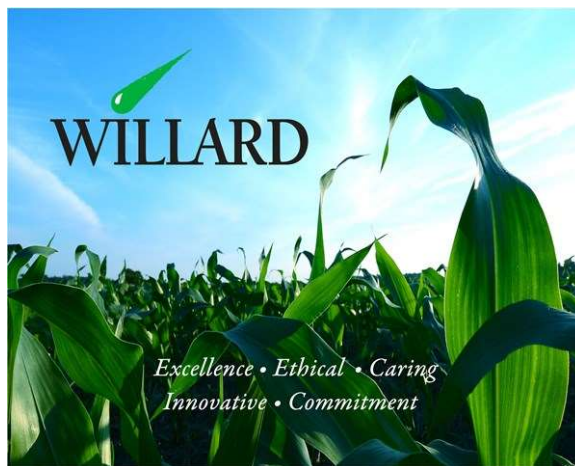


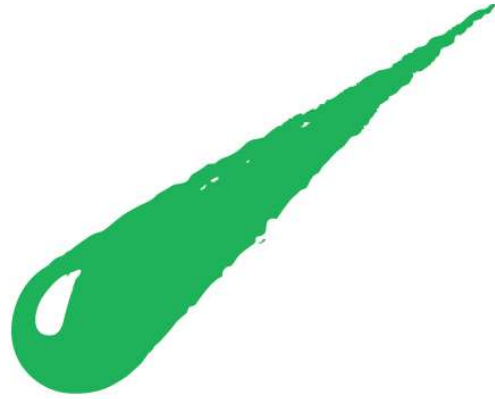
# Willard Crop Innovation

Soil Health and Precision Ag

Feb 7, 2022



## An Ag Retailer's Perspective



# WILLARD

*nourishing earth for life*

earth water plants

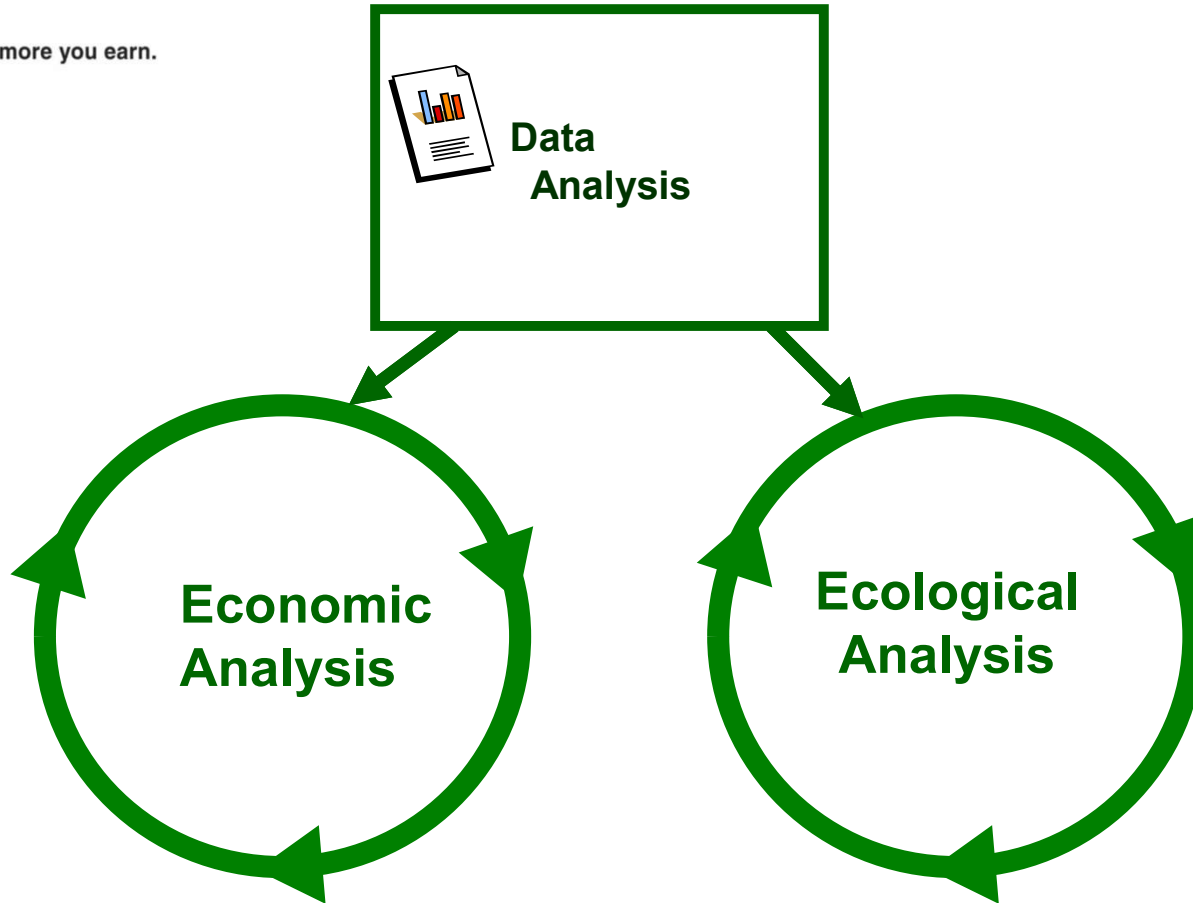


WILLARD



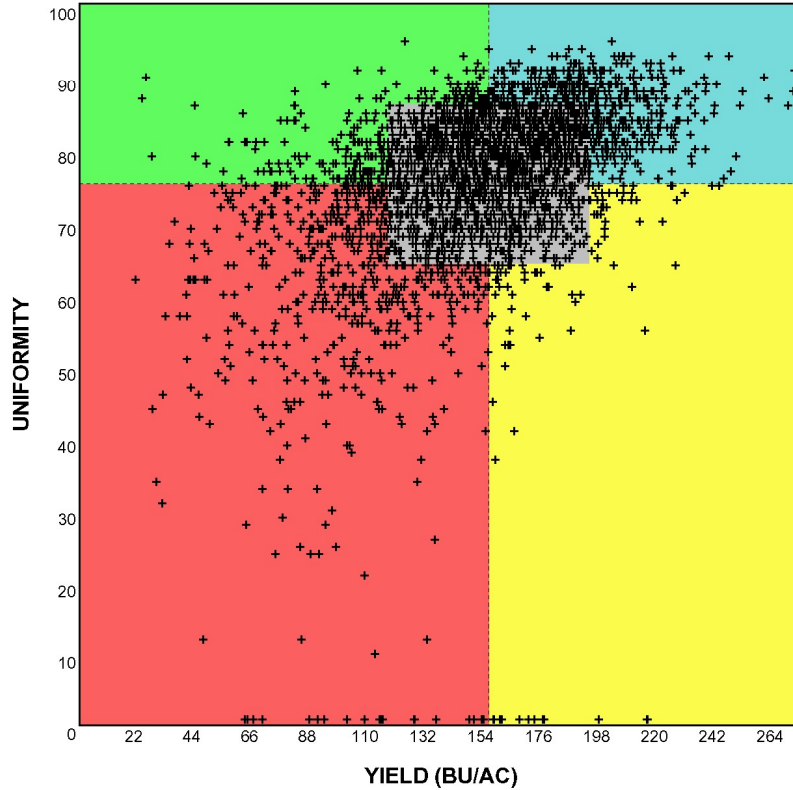


Because the more you learn, the more you earn.



## Community Productivity Chart (Total Yield)

Willard Delmarva Community  
2003-2004 Corn Fields for All Varieties



- Productivity chart plotting yield and uniformity for all field's within the community.

- Each black cross represents a field.

- Goal is to improve yield and uniformity to move or remain in blue.

AVG YIELD: 155.8 BU/AC  
TOTAL FIELDS: 1617  
TOTAL ACRES: 66561.3



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07-07-2005



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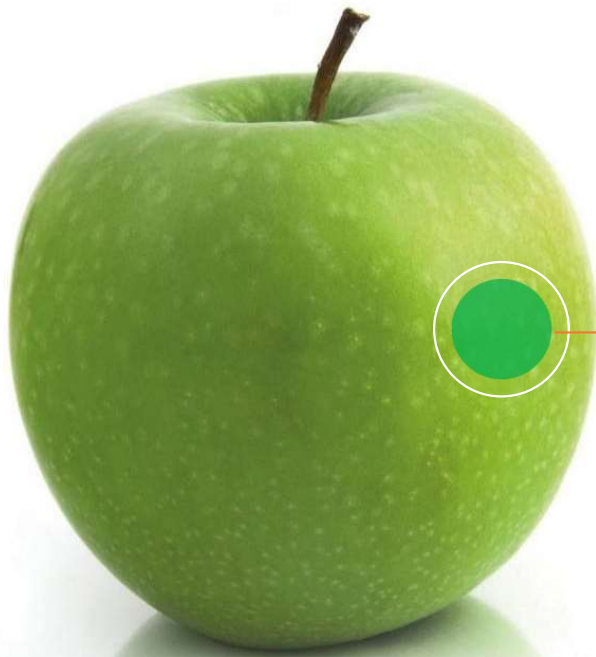
# Soil Health

What does this mean?

USDA: *“Soil health, also referred to as soil quality, is defined as the continued capacity of soil to function as a vital living ecosystem that sustains plants, animals and humans.”*

*“living ecosystem....”*

If this was the earth...  
(Surface of 50.9 billion hectares)

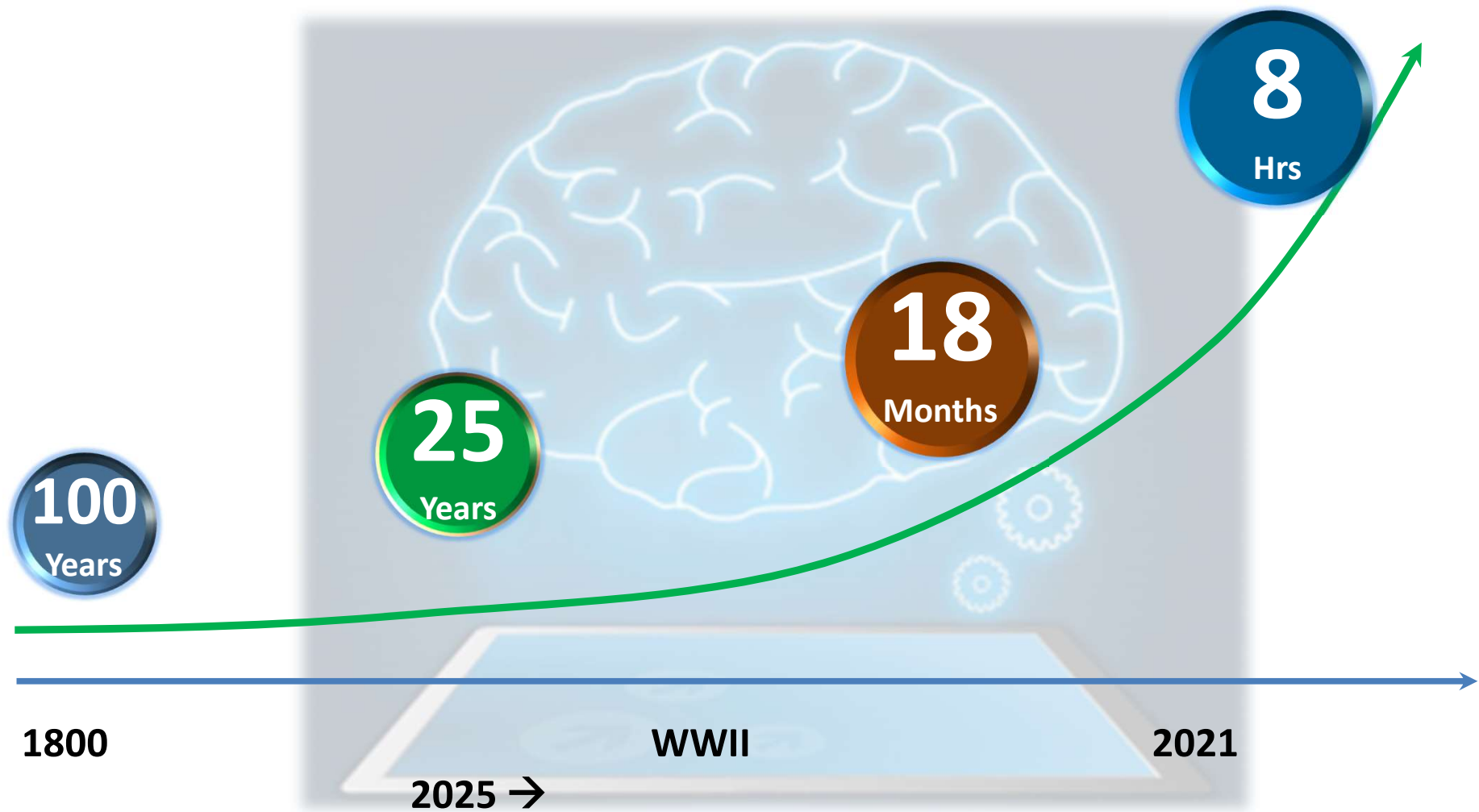


**... this would be the land  
available for agriculture**

(1.5 billion hectares / ~ 3%)

Source: Illustration from CropLife America, adapted by Bayer CropScience

# The Exponential Growth of Knowledge...



# What's the Greatest Risk to Ag Business?

## You can't go it alone!

- Be open and understanding to the massive change that lies in the road ahead!
- It's important you find the people and organizations to work with who have your best interests at heart and succeed when you succeed!







At Willard Agri-Service  
it's not about *fertilizer*,  
it's about **plant nutrition**  
and **protection**.



# Willard's *2-step Innovation Acre*

---

Technology to fuel your soils to provide  
plant nutrition on *your farm*.

# The Future....

- Supporting the living ecosystem in grower's fields to provide plant nutrition.
- Its NOT about “selling fertilizer”.
- Ag retailers like Willard are uniquely positioned to help growers with this.

# The Future....

- Sampling for nutrient AND biology levels?
- Variable rate biological applications?
- Living soils management!



**THANK YOU!**

At Willard Agri-Service  
it's not about *fertilizer*,  
it's about **plant nutrition**  
and **protection**.

