

THE AG CYCLE



1. PRE-PLANTING

The decisions a farmer must make before planting begins after an analysis of the previous season's harvest. These decisions include the choices of which crop and variety of seed to plant, nutrient inputs and herbicide choice in which fields, then the possible preparation of soil for each crop.



2. PLANTING

Choices must be made about seeding/population rates, row spacing, inter-seeding between crop rows and whether areas need to set aside in conservation.



3. GROWTH

While crops are growing, farmers may be spraying for pests, weeds, and applying fertilizers. Farmers may need to apply additional fertilizers to boost crop growth, or pesticides to help prevent crop stress and competition for nutrients.



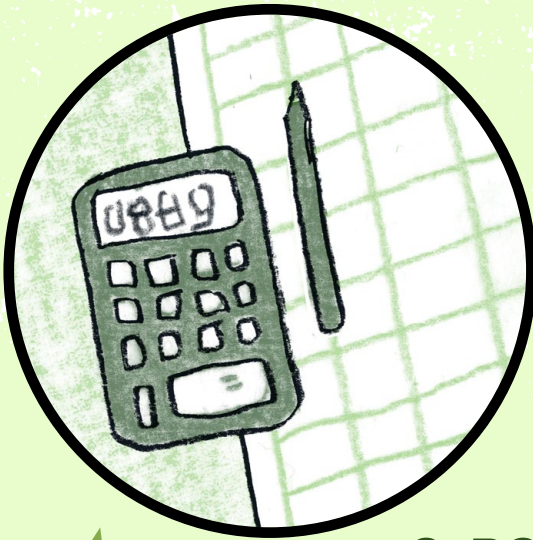
4. PRE-HARVEST

Scouting for pests, weeds and other issues in the field (flooding, hail damage, drought-stress) are taking place now.



5. HARVEST

As farmers harvest their crops, they must decide whether to sell immediately or store the grain depending on their on-site storage capacity, pre-marketing decisions, and current or future prices.



6. POST-HARVEST

Selling grain and determining their Return on Investment (ROI) will lead farmers to the pre-planting phase once again.