

straighttalk

Spring 2011 Newsletter

Contents

► Page 2

Trimble Connectivity

New DCM-300 modem offers three solutions in one

► Page 3

Field-IQ Update

New features increase planting and fertilizing efficiency

► Page 4

Trimble Expands Ag Correction Portfolio

Move expands options for accurate GPS correction

► Page 5

Water for Watermelons

Farm Works and Connected Farm™ help grower manage a scarce resource

► Page 6

What is Sustainability?

A visit from the U.S. Secretary of Agriculture reminds us that input efficiency is good for farm profits and the environment



Trimble Agriculture. The line everyone follows.



Hancock Farms uses Trimble to guide and control several brands of machinery. Here, precise Trimble® RTK guidance allows the corn planter to follow fertilizer application and place the seed in exactly the right zone.

Field-IQ plus TrueGuide Saves Seed, Boosts Yield

Prior to adding a Field-IQ™ system to their corn planter last year, Hancock Farms, near La Fayette, Kentucky, was already a big believer in the value of accurate GPS guidance and precision agriculture. Five FmX® integrated displays guide the farm's multicolored fleet of tractors and machinery, providing solutions for spraying, tillage and fertilizer application.

"We have Case, John Deere, Cat and other brands of machines, so we like that Trimble will work on any color of equipment," says owner, Jon Hancock. "The equipment does what we need it to do, and the main thing is saving money on inputs. The cost of fertilizer, fuel and seed keeps going up, so we use technology to save as much as possible. Seed corn is particularly valuable with the new traits that are added in now. Though the seed pays for itself with better yields, at \$220 a bag, we can't afford to waste any of it."

Looking at the criss-crossed overlap in the headlands, Hancock could see that overplanting was wasting seed, so he worked with Trimble dealer, H&R Agri-Power, to find a solution. They installed a Field-IQ system with Tru Count air clutches on the farm's Kinze 3700 24-row planter.

"The system worked great" says Hancock. "On 1,350 acres of corn, we used 55 fewer bags of seed, so it's easy to see that this system more than paid for itself in the first year."

Hancock says figuring in other factors, like increased yield from reduced plant crowding, and easier harvest from less stalk lodging, adds even more value from the Field-IQ system. He also uses the system to quickly vary seeding rates for different fields and hybrids.

Story continued on Page 2

New DCM-300 Modem

is a 3-in-1 Solution

The new DCM-300 modem can provide VRS™ RTK corrections, wireless data transfer of data to and from the field, or track equipment assets in the field. The DCM-300 replaces the Ag3000 modem and the Sierra Wireless modem, used respectively to access Trimble® VRS Now™ Ag RTK correction services and to enable Connected Farm™ wireless field data transfers.



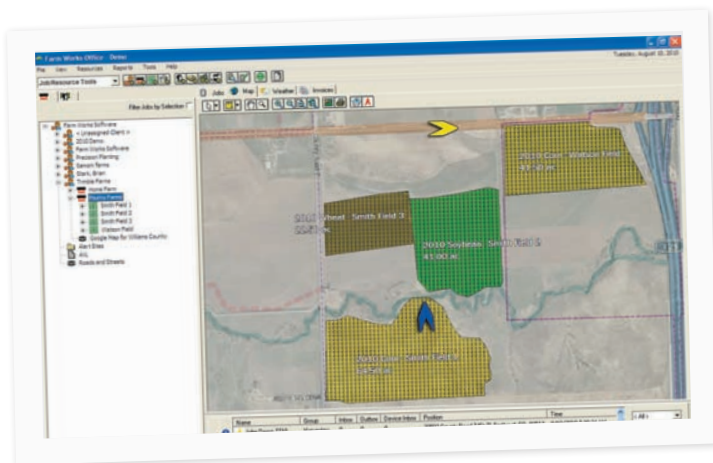
The DCM-300 modem, when paired with an FmX® integrated display or CFX-750™ touchscreen display, brings three solutions to you in one compact package inside the cab. This multi-function modem will access:

Trimble VRS Now Ag RTK correction service

The DCM-300 offers efficient access to VRS Now RTK sub-inch accurate correction service over more than 750 million acres across the U.S. and over 1 billion acres world-wide, Trimble's exclusive network RTK solution offers high accuracy and reliability, even in areas previously not covered by traditional radio RTK towers.

Sync – wireless data transfer service

Sync, a component of the Connected Farm solution, allows



Farm Works® Dispatch allows farm managers to track assets in the field for increased efficiency.

Story continued from Page 1...

Field-IQ plus TrueGuide

The planter also uses Trimble TrueGuide™ passive implement guidance that keeps the planter in-line with earlier passes by the NH3 fertilizer applicator. “TrueGuide with sub-inch accurate RTK lets us plant the seed in line with the earlier pass of fertilizer,” says Hancock. “Putting the seed in exactly the right place next to the fertilizer gives us a seven to 10 bushel yield boost. We don't use any more fertilizer than before we installed the system, we just get more yield.” ▲

you to transfer planned and completed jobs, A-B guidance lines, application maps, yield maps, and variable rate prescription maps between the field and farm office. Farmers can save time without the need to hand-deliver electronic data cards or jump drives to and from the farm office.

NEW! Dispatch – asset tracking service

An expansion of the Connected Farm solution, Dispatch lets you track and manage the locations of multiple machines over your entire farm via real time maps and update alerts. You'll never have to wonder where your machines are.

The DCM-300 is an expansion of Trimble's goal to continue to develop solutions that simplify a variety of farming applications taking place, often simultaneously. All within reach of anyone who has a reliable wireless data carrier signal.

The DCM-300 modem is available in two models for use on Global System for Mobile Communications (GSM) cellular networks, such as AT&T, or Code Division Multiple Access (CDMA) cellular networks, such as Verizon. The modem is available with a single data plan subscription, which will be provided by Trimble, offering farmers a cost-saving solution to consolidate data plans under one subscription.

To see your options, visit www.farmworks.com/products/dcm-300modem. ▲



Field-IQ plus TrueGuide

The 24-row Kinze corn planter includes Trimble solutions for passive guidance and automated individual row unit control.



New Field-IQ Capabilities

New Field-IQ™ system capabilities became available in March. In addition to its previous capabilities, such as controlling up to 48 boom or planter sections, the system can now monitor seed delivery, fertilizer blockage and manage application of up to six variable rate products with the Trimble® FmX® integrated display.

The new capabilities include support for row crop planters, air seeder, strip till and spreader platforms.

The Field-IQ system is easy to install on application equipment from a broad range of manufacturers, allowing farmers and custom applicators to use and enhance the performance capabilities of their existing equipment without having to start from scratch. For complete information, visit the Flow and Application Control section at www.trimble.com/agriculture. ▲



The Field-IQ system pairs seamlessly with the guidance capabilities of the Trimble FmX or CFX-750™ touchscreen display, which both run Trimble's unique overlap detection technology. Farmers using the Field-IQ crop input control system for seed placement have reported average savings of 5-10 percent from reduced seed input costs and less waste.

Trimble's Field-IQ system is compatible with a wide variety of crop and application equipment, providing monitoring for sprayers, planters, air seeders for small grains, or strip till systems. Seed monitoring on row crop planting systems allows operators to obtain information related to how their seeding system is performing. This includes factors such as singulation, skips and multiples, and quality of spacing for an entire planter average or detail by individual row. For fertilizer, variable rate application capabilities can be driven by a prescription map or real-time with Trimble GreenSeeker® sensors.



Trimble's Field-IQ crop input control system continues to offer new field application solutions for spraying, fertilizing and planting.



OmniSTAR

Trimble Expands Ag Correction Portfolio

In March, Trimble entered into an agreement to acquire land-based correction services related to the OmniSTAR™ Global Navigation Satellite System (GNSS) signal corrections business from Fugro N.V.

The acquisition from our long-time partner is expected to significantly expand Trimble's worldwide ability to provide land-based correction services for agriculture and other industries. Trimble and Fugro also entered into a multi-year service agreement which includes Fugro's ongoing operation of its correction network and satellite service broadcast systems that power the OmniSTAR service. No immediate services changes are expected for our OmniSTAR customers.

OmniSTAR provides space-based GNSS correction services that can improve the accuracy of a GNSS receiver for precise positioning applications. Currently for agriculture, there are two levels of OmniSTAR service: "XP" delivering 3- to 5-inch accuracy and "HP" delivering 2- to 4-inch accuracy. These services are an upgrade from free WAAS corrections, which can provide 6- to 8-inch accuracy. OmniStar offers another accuracy correction option for growers, especially those who do not have access to RTK towers, or those who do not wish to invest in their own base station.

Trimble pioneered RTK technology in the early 1990s, which enabled high-accuracy corrections for field applications via individually owned base stations or tower-based subscriptions from local providers. RTK is now recognized as the industry leading technology for sub-inch level positioning. More recently, Trimble has been expanding VRS Now™ Ag network-based RTK.

Agriculture customers will continue to use OmniSTAR services to perform planting, harvesting, variable rate application and many other operations.

Customers who demand even more accuracy will still have the option of Trimble RTK and VRS Now Ag, where we will continue to expand upon the largest network of sub-inch accuracy correction in the industry. ▲

Trimble offers a full range of accuracy options to customers

VRS Now™ Ag
1 inch accuracy



RTK
1 inch accuracy



OmniSTAR HP
2-4 inch accuracy



OmniSTAR XP
3-5 inch accuracy



Trimble Connected Farm

tracks water for watermelon grower



The ground is fertile, but Green River, Utah, receives just 7.11 inches of rain per year. What would you grow out here? Watermelons! Plus feed corn, alfalfa, potatoes, wheat, and sweet corn. But to do so, you'd better have a keen eye for water and data management.

Ryan Thornock, CFO of Green River Companies, manages 7,500 acres (2,500 acres tillable) in this challenging environment. The nearby river provides enough irrigated water during the growing season, but water management is always a challenge. "Water isn't free in Utah," says Thornock, "so tracking our costs on the computer is important for better decision making."

To accomplish their goal, Green River Companies uses Farm Works® software for their desktop field recordkeeping, mapping, and accounting. One of the most important features of the software is the enterprise statements on fields, equipment, and livestock groups. In order to acquire a cost per acre, the farm needed a system to keep records while in the field without writing notes on paper.

The operation purchased a Trimble® Juno® SC handheld computer with Farm Works® Mobile software. Records for planting dates, equipment and supply usage, and irrigation notes can be entered on-the-go. The operation also plans to expand the use of the Juno SC handheld for soil and leaf sampling. Leaf sampling is critical for melons because the crop is highly sensitive to certain levels of fertilizer.

Connected Farm™ also plays a key role at Green River Companies. Data transfer is simplified between the field and office by transferring data wirelessly using cellular technology. The Juno SC handheld contains a built-in cellular modem

that can transmit data from miles away. Ryan points out, "Data management is much easier with Connected Farm and it allows us to achieve our ultimate goal of tracking our costs better." Wireless data transfer also eliminates storage cards which could be lost on their way back to the office. And, as an added benefit, Connected Farm secures the raw data on a server away from the office, providing an extra level of data protection. ▲

Ryan Thornock uses the Juno SC handheld with Connected Farm to send water management data back to the office. The end result is a tasty crop of watermelons.





To contact a reseller near you, visit www.trimble.com/locator

To sign up to receive StraightTalk or other Trimble Agriculture news, visit <http://tiny.cc/Trimble9-10>.

© 2008-2011, Trimble Navigation Limited. All rights reserved. Trimble, the Globe & Triangle logo, Farm Works, FmX, and Juno are trademarks of Trimble Navigation Limited, registered in the United States and in other countries. Autopilot, CFX-750, Connected Farm, Field-IQ, TrueGuide, VRS, and VRS Now are trademarks of Trimble Navigation Limited. All other trademarks are the property of their respective owners. PN 022503-871

What is Agriculture Sustainability?

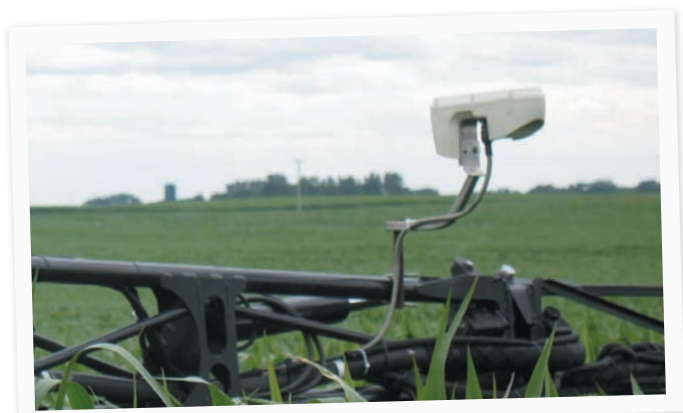
Ask a typical non-farmer what agriculture sustainability is, and you're likely to hear something about organic, locally grown produce. That might work for the few people who live in a perfect climate and have the time to grow all their own food in a vegetable garden or barter with their neighbors. But for the vast majority of the world's growing population, Norman Borlaug's Green Revolution of modern production agriculture has been a lifesaver, producing affordable food in the most efficient way possible by adopting

modern techniques and technology. Farmers in production agriculture know this, and fortunately, most policymakers are willing to listen.

When U.S. Secretary of Agriculture Tom Vilsack visited Trimble at this year's Commodity Classic, he learned how farmers using Trimble technology are more efficient and environmentally friendly, making the best use of crop inputs by not wasting fertilizer, chemicals, fuel or seed.



U.S. Secretary of Agriculture Tom Vilsack visited Trimble at this year's Commodity Classic farm show, where he learned how Trimble technologies can preserve both farmer profits and the environment.



The Trimble GreenSeeker® system is just one Trimble technology that offers both profitable input savings and environmental benefits..

For Vilsack, sustainability means an economic balance that sustains farming as a viable business while providing enough food and raw materials for Americans and our overseas customers. All while protecting sensitive environmental areas, including such political hotspots as the Chesapeake Bay and the Gulf of Mexico.

When farmers reduce overlap with the Trimble Autopilot™ system, or vary their rates with technology solutions such as Field-IQ™ and GreenSeeker, they're not only saving money, they're also helping protect the environment as they feed the world. Secretary Vilsack understands this, but most Americans still don't know how much better modern agriculture is than what they might hear in the general media. When you meet them, don't be shy. Explain just one of the technologies you are using. And how efficiency, and good business, equates with good environmental stewardship. It's something to be proud of! ▲