

Strike Zone™ Program Provides Site-Specific Grid Sampling, Variable Rate Prescriptions

JONESBORO, ARK.

Strike Zone™ is a consultant-designed program that provides site-specific grid sampling and variable rate prescriptions for dealers, consultants and growers.

Strike Zone provides dealers the latest, most efficient process available for fertilizer application. Dealer support includes quality input on variable rate equipment, contract sampling, and infield and on-site tech support. A team of specialists are ready at a phone call to get dealers and their growers involved with prescription agriculture. Soil samples, generally on 2.5-acre grids, are gathered every two or three years, depending on the client. Strike Zone can provide accurate prescriptions for each area of the field, eliminating waste and maximizing crop potential.

Strike Zone is a unique program that differs substantially from other variable rate technology (VRT) systems. "We are a solely independent company, and perform contract work for several input dealers," says Lance Ramthun, who is a co-owner with David Hydrick – both are long-time Arkansas independent crop consultants. "We can do contract work for any dealer who has variable rate capability and we can handle the program for them from beginning to end from tech support, to fast, reliable, contract sampling services. Several customers call us and give us the name of the grower and in a short amount of time the prescription files are on the truck and ready for application with little to no legwork from the dealer."

Bono, Arkansas dealer Lee Inboden, Inboden Brothers, Inc., says, "The services provided by Strike Zone have enabled us to create a variable rate program that is productive, while also being cost-effective. The company's technical support has proven to be a true asset. Whether it's meeting with one of our farmers for recommendation analysis, or helping one of our drivers with equipment set-up, their support team is a real compliment to their operation."

Strike Zone benefits to dealers include increased custom application business, less labor, experienced tech support, and dedicated websites for application files.

Strike Zone benefits for consultants include expertise on software and equipment purchases; customizable equation writing; support

in equipment and software set-up; and fast, reliable in-field tech support.

Marion, Arkansas consultant Danny Moore says, "I would recommend Strike Zone to absolutely anyone looking for someone to write prescriptions for variable rate. The customer service they provide is second-to-none."

Many growers see the benefits of Strike Zone during harvest. Hydrick says, "Yields will increase when plants receive the proper nutrition throughout the entire field. We also build soil test values of nutrients over time to a more uniform level.

"Secondly, it should make the farmer money. There are several ways it does this, from reallocating lime and fertilizer to where you need it, to increasing yields. Thirdly, this is an environmentally friendly way to fertilize."

Participating in the program offers other benefits. For example, in addition to increasing field uniformity, it increases soil and land values. Hydrick says, "Many of our customers like keeping their nutrient values high and fertilizing this way seems to be a much more efficient way to do that plus it helps them track nutrient values in the soil on a particular piece of ground or on their entire farm."

Ramthun adds, "Efficient use of capital without sacrificing yield is the most important benefit of this program. Grid sampling enables you to cut some lime expenses and reallocate fertilizer where it needs to be while improving yields."

Waldenburg, Arkansas producer Jonathan Ashlock says, "Strike Zone enables us to be more precise on all fronts. Now we can put our fertilizer – and our money – exactly where it needs to be. The Strike Zone team will bend over backwards to do a good job. Somehow they always manage to work within my time schedule, and they have consistently made themselves available whenever I have needed them."

Strike Zone benefits for growers include building field uniformity; applying fertilizer and lime where it is needed the most; and improving yields.

Dealers, consultants and growers can telephone Strike Zone to set up a Precision Ag Program. For more information about Strike Zone, call 877.336.8262 or go to www.strikezoneag.com . Δ