

# New Technology from John Deere Automates Crop Reporting



## Automated Crop Reporting process saves time, improves accuracy and adds value to precision farming systems

The complex and time-consuming process of reporting field data required to participate in governmental farm programs is often a hassle for you. Time spent gathering this information could be better spent analyzing data to improve yields or scouting for land to expand your operation.

With those challenges in mind, John Deere has created a new data integration process to help you automate crop insurance reporting. The new Automated Crop Reporting<sup>®</sup> process allows you to transmit data collected by precision farming systems, such as the John Deere GreenStar™ system, to a John Deere crop insurance agent\*\* via the Internet. This process, which utilizes technology already used by many, saves time and improves the accuracy of required data.

Risk Management Agency (RMA) and U.S. Department of Agriculture officials attended a John Deere field day event and saw firsthand how mobile intelligent equipment works to record reliable, accurate acreage and production information. A senior RMA representative noted that the RMA is looking into the use of automated reports from systems like this one, which could reduce data entry errors and save producers time.

“Our goal is to be the leader in developing new technology that will help simplify the lives of our producers,” says Don Preusser, President of John Deere Insurance Company. “To do this, John Deere is integrating precision farming system technology with our crop insurance processing software to deliver more efficient governmental farm program reporting solutions to producers. Our Automated Crop Reporting process is just the first step on this journey, and it’s

only available through a John Deere crop insurance agency.”

“One of the reasons we choose to do business with John Deere is because they’re taking insurance to the next level,” says Eric Rector, John Deere crop insurance agent with Stucky-Becker Insurance Group. “They’re using technology to make it easier for producers to manage their farm data and give us

solutions to more accurately manage crop insurance for the customer. Too often, I’ve seen customers miss a field because the paperwork was lost in the truck or left at the office. This technology gets information from the tractor, so we’ll know all the fields they’ve planted.”

Automated Crop Reporting also provides value-added functionality to existing GreenStar systems to optimize your investment. If you are already using GreenStar and Apex™, you will find this new technology easy to implement on your operation.



Myron Ens, Ag Management Solutions (AMS) consultant with John Deere equipment dealer Prairieland Partners Inc., says: “I talk to customers every day, and I know they’re frustrated at the time required to gather information for governmental reporting. John Deere is taking steps to deliver a solution to customers that will help ease this burden. For example, our customers who do business with a John Deere crop insurance agent can submit their crop insurance reports from the convenience of their home office through the John Deere Apex software and the Internet.”

### How Automated Crop Reporting Works

1. Once the GreenStar system is set up, you document planting and harvest activity.
2. You upload planting and harvest data from GreenStar to Apex using a data card.
3. Once uploaded, you use GSDNet — an Internet gateway that transfers information to and from Apex — to send the information directly to your John Deere crop insurance agent.
4. The agent prepares acreage and production reports for your review and electronic signature. The agent also can provide map-based reports that can reduce time and effort required to certify acres with the Farm Service Agency.

To learn more about the new Automated Crop Reporting process, contact your John Deere crop insurance agent, visit [www.AutomatedCropReporting.com](http://www.AutomatedCropReporting.com) or call 866-404-9057.

\*Transmission via the Internet requires a precision farming system, Apex™ Farm Management software version 2.6, and an active Internet connection (sold separately), as well as registration with GSDNet™. Visit [www.AutomatedCropReporting.com](http://www.AutomatedCropReporting.com) for details and system limitations or call 866-404-9057 for more information.

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