

The CropX logo is located in the top left corner, featuring the word "cropx" in a blue, lowercase, sans-serif font with a small green leaf icon above the "x".

cropx

The Williams logo is in the top right corner, featuring the word "Williams" in a large, stylized, red cursive font with a black outline. Below it, in a smaller, black, sans-serif font, is "EXPERT PIVOT & PUMP, INC." The logo is set against a background of a cornfield under a blue sky.

Williams
EXPERT PIVOT & PUMP, INC.

MAXIMIZE PROFITS

WITH CROPX

With commodity prices under pressure, every input matters.

As a grower focused on maximizing your profits, every decision you make about farm inputs matters - especially seed and nitrogen. Cutting back on technology that helps you better track and utilize your inputs, or monitor the health of your crops, might seem like a way to save money, but it can cost you more in the long run! Without the right technology to help make accurate and timely decisions, your inputs and crops can't perform to their full potential, reducing overall use efficiency and ultimately lowering your yields and profits. When thinking about your expenses, don't just focus on what you can cut back on to save money. But ask yourself: "What proven technology can I invest in right now that can increase and sustain my profits?"

This year, no input will have a bigger impact on your crop yields than water!

Maximizing the efficiency of your irrigation system without stressing your crops is key to getting the highest return on investment from all your inputs. That's where CropX comes in - it ensures you're using just the right amount of water at the right time, directly impacting your yields and your bottom line.



Why CropX is an investment you can't afford to skip next season:

ROI Calculation

For a field with 130 irrigated acres, 250 bu/ac average yield, and \$4 grain price.

	Per Acre	Per Field
Return in irrigation savings (save 2 pivot passes per season)	\$20	\$2.6k
Return in yield increase (+5% conservatively)	\$50	\$6.5k
Investment in CropX system (1 soil sensor and farm mgmt software)	-\$10	-\$1.0k
Net return	\$60	\$7.5k

Note: These numbers are based on conservative estimates, and do not include the other cost-saving benefits of adopting CropX's solution, such as improved nitrogen use efficiency, reduced fungicide use, labor savings and overall improved systems management.

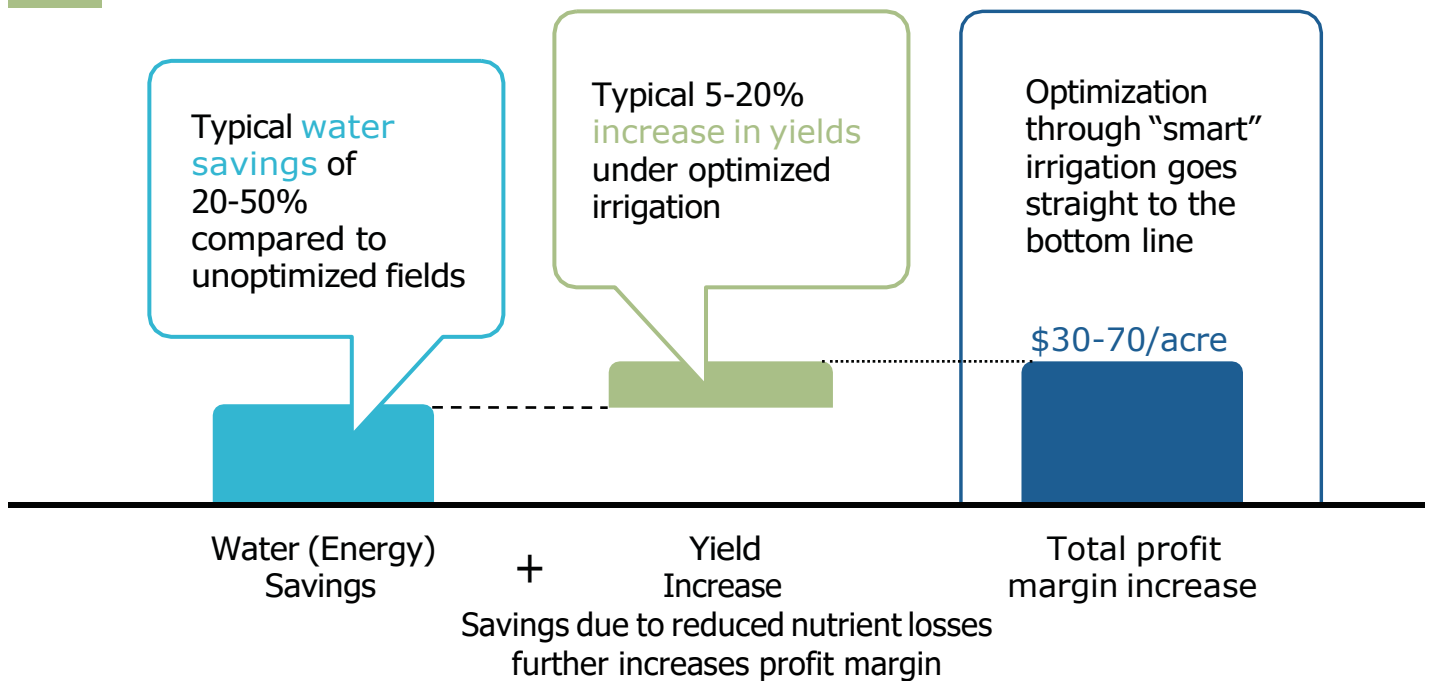
ROI of CropX investment = +600% in first year alone

Your profit increase = +\$60 per acre

With CropX, you can rest assured that every drop of water is working to maximize your yields and your profits.

Invest in CropX this season - because you can't afford not to.

Typical CropX corn grower



Learn more about CropX solutions today!

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