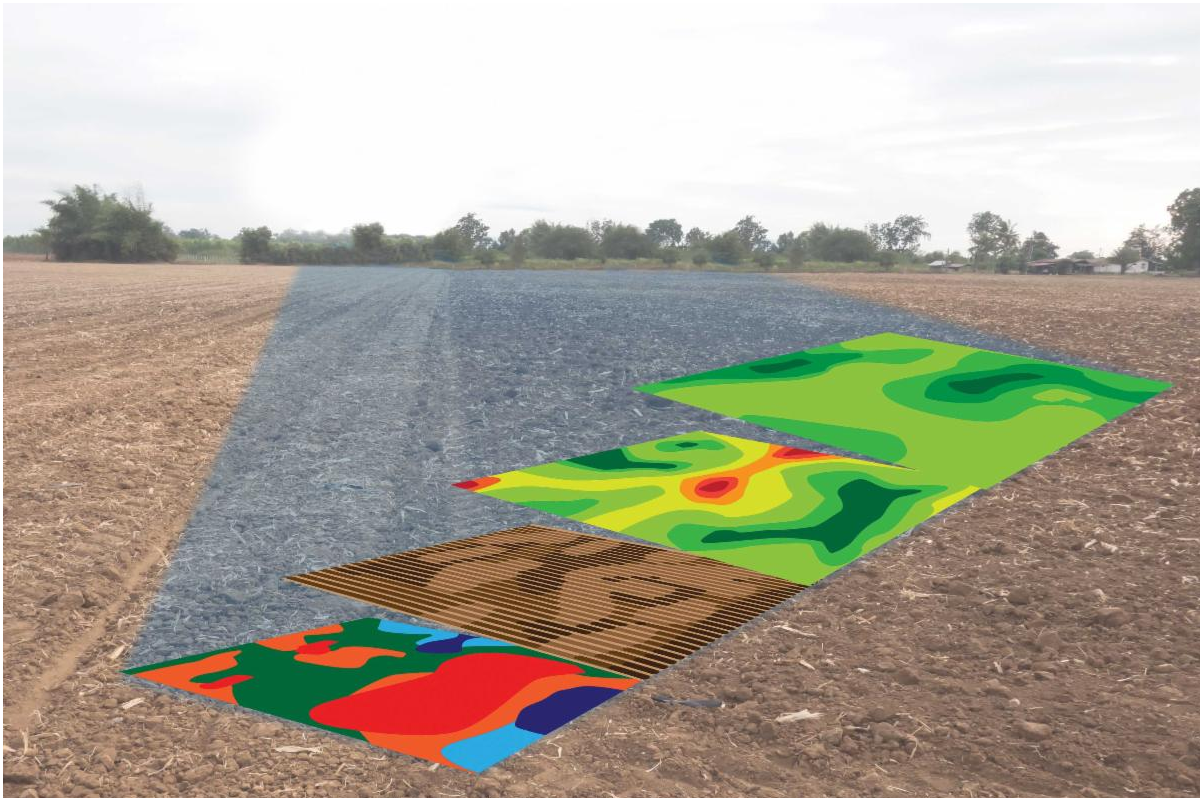


MAX AGRONOMY

Our Goal Is Your Soil Health Success



August Check in!

Friends,

Just a quick check in. We hope all is good in your neighborhood. As usual spotty rainfall will be dictating the yield variation throughout the region. Most areas continue to be drier than normal. Early dig beets will be commencing shortly. I highly doubt that early yields will match last years.

A couple of standing broad recommendations. Any field going to sugar beets in 2023 should receive 200 lbs of 0-0-60. So, if we have 0 lbs recommended the field should receive 200 lbs. 100 lbs recommended, 300 lbs. Obviously you can round up or

down based on logistics and ease of application. Call if you need us to make changes based on your sugar beet field intentions. The material KMAG, this is a product we feel is better applied in the spring but we understand that spring spreading is more difficult which is why it is in the fall recommendation packet.

A comment about the new format for recommendations.

Sometimes change sucks! The new AIPro platform is a work in progress and we are looking for input. There are many reasons we are developing this proprietary program and that is, to be able to handle the onslaught of data headed our way and to keep it FOR YOU! Not for the “Big Companies” be it equipment, seed, chemicals or whatever. They are not paying you for the information they gain **daily** from your monitors that are hooked to the cloud. MAX Agronomy cannot personally handle the capacity or storage needs of this part of the equation. Amplify can. The previous program was based on “MS Access”. That software is history. Not sold and support is rapidly being halted. That was scary proposition. At some point, and only with your blessing will this data be merged with other willing growers and aggregated and mined for information that will benefit you! And by others we mean from around the country. These are growers that have relationships with other Amplify consultants like MAX Agronomy. Therefore we will have much more confidence in the data going in as we can filter what we know is good as compared to bad. Really the whole idea is to learn from the practices you engage in. What is the financial impact of a certain practice. Put in plots and let us analyze the DATA. The possibilities are mind-boggling. And we want you to know that we are preparing ourselves for this. PLEASE, if you have questions about data and its use and direction we want to help.

Please do not hesitate to inform us of any issues regarding agronomy or business practices that you are concerned about. If we don't know there is an issue or problem you are seeing, or having, we cannot improve and that is unacceptable. We are committed to serve you as you deserve, with respect, honestly, timely and honorably.

Referrals Welcome!!

MAX Agronomy is growing, and your referrals are welcome. If you are finding these newsletters informative, please let us know by dropping us a line and sharing it with other growers. If there is a topic you would like see discussed, please drop us a line or email us at jkoenig@MAXAgronomy.com. Thank you for choosing MAX Agronomy.

The Power of Together!



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