

GETTING STARTED

# Quick Reference Guide

***ADVANCED BENCHMARKING***

# OVERVIEW

Advanced Benchmarking aggregates seed and variety data within the Farmers Edge database showcasing results from what our growers are doing on a field-centric basis in a visually appealing and easy to understand way.

Access Advanced Benchmarking Reports at the URL below:

<https://cropbenchmarksite.azurewebsites.net/Login>

A username and password are provided to each Farmers Edge customer. The password can be changed once the user logs in.

## How it Works

- Data is displayed as median yield, not average yield
- A sample size of 15 yield points is required to show results for a particular category (i.e. variety)
- Yield points are provided by both field and production zone levels
- Advanced Benchmarking gives users the ability to see yield results graphically across seven different yield contributing factors, including:
  - Variety
  - Planting date
  - Total nitrogen
  - Organic matter
  - Seeding rate
  - Seeding depth
  - Tillage type
- Users can review factors contributing to crop growth like Growing Degree Days and Precipitation Amount during the growing season

### Display Median Yield By:

Variety

Planting Date

Total Nitrogen

Organic Matter

Seeding Depth

Seeding Rate

Tillage Type

Row Spacing

Precipitation

GDD

# How to Filter Benchmarking Data

Advanced Benchmarking lets users filter data based on several factors, giving them access to insights specific to their needs.

These filters include all the above factors, plus:

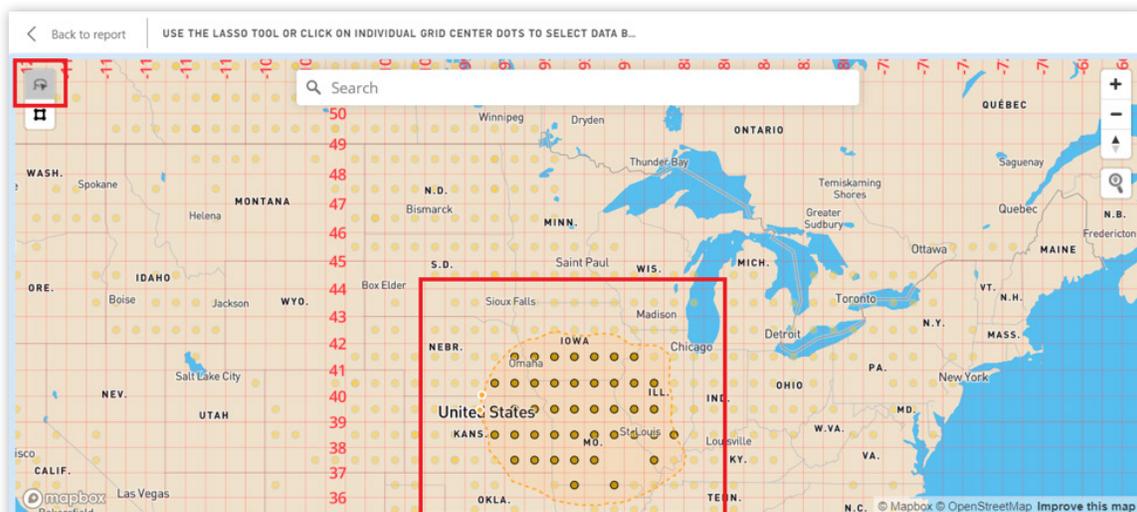
- Region (Canada, USA, etc.)
- Hub
- Crop type
- Previous crop
- Irrigated (y/n)
- Calibrated yield (y/n)

Clear All Filters ←	
<b>Current Crop Type</b> Corn	<b>Planting Date</b> 4/15/2018 5/12/2019
<b>Current Variety</b> All	Slider
<b>Region</b> USA	<b>Nitrogen lb/ac</b> 0.00 300.00
<b>Hub</b> Western Plains	Slider
<b>Previous Crop Type</b> All	<b>Organic Matter %</b> 0.20 4.00
<b>Irrigated</b> No	Slider
<b>Tillage Type</b> All	<b>Seeding Depth (cm)</b> 0.00 190.50
	<b>Planting Date</b> 0.00 5,415,791,78

## How to Filter Data by Region

Filtering by region can be done the following ways:

- 1. The Map Lasso Tool** allows users to draw an area on the map that will be included in Advanced Benchmarking Reports. Use this tool by clicking the button in the top left corner, clicking on an area on the map, then moving the cursor around the area of interest.
  - Refrain from clicking on the map as you are drawing the bordered region, or you may be forced to start over.
  - Click on the original point to complete the area.
- 2. The Polygon Tool** allows users to outline a specific region, or group dots, on the map that will be included in Advanced Benchmarking Reports. To use this tool, click the bottom button in the top left corner, then drop points by clicking on the map to outline a region of interest.
  - Click on the original point to complete the polygon.
- 3. Highlighting a Region** each region is represented by a dot on the map. To increase the size of the region that will be included in Advanced Benchmarking Reports, select additional dots. Selecting multiple dots can be done by holding control and continuing to select individual region's dots.



## How to Run a Report

- On the left side of the report page, choose the filters you would like to review the data for (i.e. region, crop type, previous crop, etc.)
- On the right side of the report page, choose the data set you would like the median yield to be displayed (i.e. variety, planting date, etc.)
- Right click within the graph and select 'Visual Table' to review sample size for each category.

## Why it is Beneficial

Data is typically fragmented and difficult to interpret, making it tough to use in a beneficial way. Farmers Edge has built an industry-leading tool with our platform's ability to interpret vast amounts of data in a way that allows users to make the best possible decisions in the coming year or assess what may have happened in the previous year that is visually supported. This tool gives users incremental insight into what is best agronomically for their farm and information for a more informed conversations with trusted advisors like ag retailers or seed companies.

## Top Use Cases

- Identify the best performing variety in your geography
- Identify the optimal amount of nitrogen to apply to maximize profitability and yield
- Identify the best yielding variety, based on nitrogen rate, in your specific geography

