

PLANTING PROFITS® PARTNERING with AG RETAILERS for 2024 CROP PLANNING PILOT

New way to grow your digital services helping your grower-customers save time, make more money, and find peace of mind...

TUCSON, ARIZONA, UNITED STATES,
December 28, 2023 /
EINPresswire.com/ -- TUCSON, Arizona.
DECEMBER 29, 2023 –

Planting Profits® is partnering with ag retailers who want to help their customers evaluate their crop mix choices in a new way. To do this the company is giving dealers an opportunity to work with us delivering this new crop planning service.

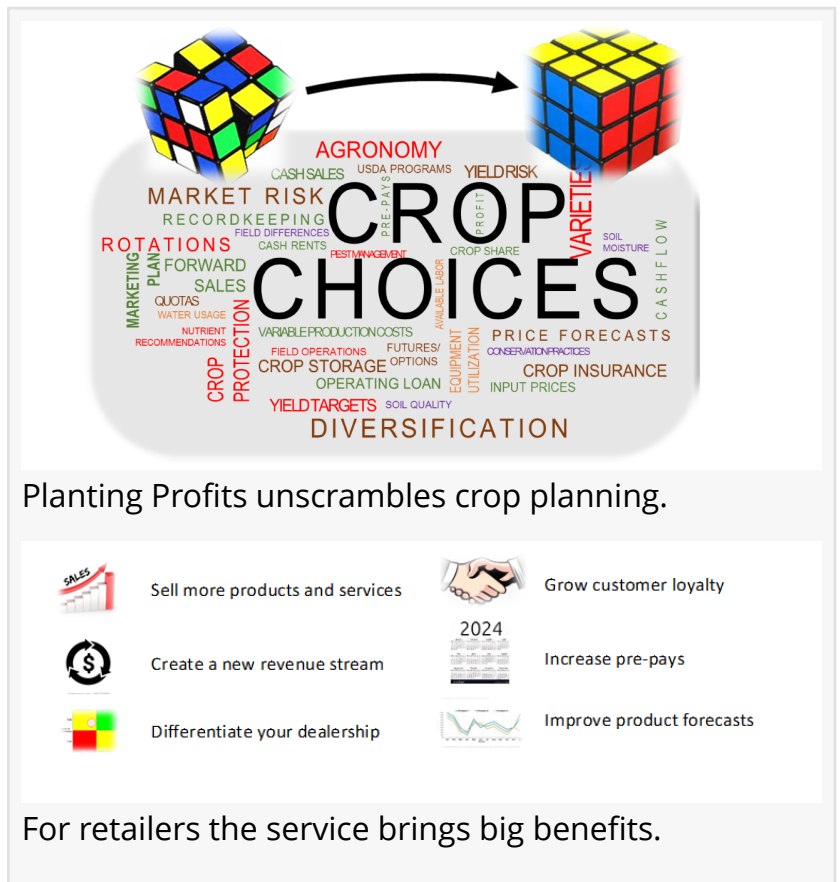
During planning season, growers are bombarded by the latest news from agronomists, retailers, marketing advisors, crop insurance agents, landowners, accountants, lenders, neighbors, TV, you name it...

“

There's no other digital tool in the World that can do what Planting Profits® does. There's immediate ROI for growers. Our first channel partners are retailers.”

Gary Schneider

This service helps growers decide, how many acres of each crop to plant, and the set of broader management decisions that go with that. The company's service is upstream of decisions such as variety selection and other input choices and purchases. This service was developed to help growers before they show up at the dealership, when many are trying to nail down their crop mix without trepidation or regret. For growers, the service improves profitability, helps manage risk, and accounts for conservation practices.



AGRONOMY
CASH SALES
USDA PROGRAMS
YIELD RISK
MARKET RISK
RECORD KEEPING
FIELD DIFFERENCES
CASH RENTS
ROTATIONS
FORWARD SALES
QUOTAS
WATER USAGE
NUTRIENT RECOMMENDATIONS
CROP PROTECTION
VARIABLE PRODUCTION COSTS
FIELD OPERATIONS
CROP STORAGE
OPERATING LOAN
YIELD TARGETS
SOIL QUALITY
DIVERSIFICATION
PRICE FORECASTS
CONSERVATION PRACTICES
CROP INSURANCE
INPUT PRICES
EQUIPMENT UTILIZATION
CROP SHARE
PROFIT
VARIETY
SOIL MOISTURE
CASH FLOW

Planting Profits unscrambles crop planning.

	Sell more products and services		Grow customer loyalty
	Create a new revenue stream		Increase pre-pays
	Differentiate your dealership		Improve product forecasts

For retailers the service brings big benefits.

According to co-founder Gary Schneider, most row crop growers face two complex challenges which Planting Profits® aims to remedy.

Challenge #1: “Unless a grower is in a set rotation, the grower likely has more crop-field choices than can be readily evaluated. The number of crop

combinations increases geometrically as the number of fields and crop choices increase – even for corn-soybean growers. Until now, growers had no way of knowing if they’ve found the most profitable or best combination of crops/fields/acres.”



Challenge #2: “Crop choices lead to a multitude of other decisions. It’s impossible for anyone to hold all of the variables in one’s head. There’s no digital tool and planning framework that can analyze all of this. Traditionally most crop planning is done in a serial fashion. Pick a crop. Assign acreage. Go through a cascading set of this means that. Then on to the next crop. This approach may help a grower retain their sanity, but it oft leads to less profitability, unnecessary risk, and unrealized conservation opportunities.

Schneider says, “Planting Profits addresses these two challenges with a new approach to crop planning and a new toolset. It includes evaluating a broader set of management decisions that are part of deciding a crop mix. It shows how a decision in one part of the operation affects other decisions and ultimately profit and loss.

Planting Profits® is used before field maps get colored. Before crop-specific field activities get started. Before varieties get selected. And before orders get taken. According to Schneider, Planting Profits® approach is always grounded in starting with the grower’s planting intentions.

This software should be a great advisory tool for progressive retailers – an opportunity for retailers to take their digital service offerings to the next level. Planting Profits® can link to ordering systems and recordkeeping software but this is not necessary. It can be a stand-alone service.

Schneider presents this use case, “A customer shows up wanting to talk about their crop mix before shopping for inputs or placing orders. Ask a couple questions. Input some crop information into Planting Profits®. Then in less than 60 seconds you can show the customer their most profitable mix of crops/fields/acres.”

To wrap up Schneider says, “There’s no other digital tool in the World that can do what Planting Profits® does. There’s immediate ROI for growers. Our first channel partners are retailers. In this new year help us help you, help your customers.”

For more information on the 2024 retail partners pilot program contact Gary Schneider, (970.420.1656) gary.schneider@plantingprofits.com .

About Planting Profits®

Planting Profits® LLC provides tools, training and advisory service that help farmers with their crop-planning. We integrate with other solutions to improve customer experience. Planting Profits® saves farmers time, makes farmers money, and gives farmers peace of mind. Here is a link to a [sneak peek](#), or check out the training library, or catch a webinar.

For More Information

For more information email us at info@plantingprofits.com, or visit <http://www.plantingprofits.com>, or call 970.420.1656.

gary schneider
Planting Profits LLC
970-420-1656
gary.schneider@plantingprofits.com

This press release can be viewed online at: <https://www.einpresswire.com/article/677758117>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.