

PRECISION AG GUIDE

# INNOVATIVE SOLUTIONS



People. Power. Service.™

**A**s farming and agriculture continue to evolve, the importance of data and technology is increasing. Collecting the right data and understanding the insights it provides can result in important decisions you may otherwise not know to make. Gaining a clearer understanding of your operational goals, and which types of technology support them is critical in advancing and optimizing your operation. The Precision Ag team at Cervus John Deere can help you understand what information you need to collect, and how to make the data actionable to improve your operation - no matter what your goals are.



# OUR DEALERSHIP LOCATIONS

CONTACT YOUR PRECISION AG SPECIALIST

## ALBERTA AND BRITISH COLUMBIA

### Bassano

Old Highway 1  
(403) 641-3813

### Brooks

Highway 873 North  
(403) 362-3486

### Calgary

292177 Crosspointe Rd  
(403) 280-2200

### Claresholm

8500 Alberta Road (403)  
625-4421

### Coronation

4420 Victoria Avenue  
(403) 578-3744

### Creston

1617 Northwest Blvd  
(250) 431-9002

### Drumheller

3049 Highway 10 East  
(403) 823-8484

### Hanna

302 Pioneer Trail  
(403) 854-3334

### High River

498114 - 121 St East  
(403) 652-7797

### Olds

4310 - 50th Avenue  
(403) 556-6961

### Pincher Creek

1165 Main Street  
(403) 627-4451

### Ponoka

3600 Highway 2A South  
(403) 783-3337

### Red Deer

6705 Golden West Ave  
(403) 343-2238

### Stettler

Highway 12 West  
(403) 742-4427

### Trochu

102 - 1st Avenue North  
(403) 442-3982

### Vulcan

311 Service Road North  
(403) 485-2231

## SASKATCHEWAN

### Melfort

2320 Saskatchewan Dr S  
(306) 752-9344

### Nipawin

2002 Highway 35 South  
(306) 862-9344

### Prince Albert

Highway 3  
(306) 763-6686

### Rosthern

Highway 312 West  
(306) 232-4852

### Saskatoon

1125 North Service Rd  
(306) 933-3303

### Watrous

Highway 2 South  
(306) 946-3362



# THE DATA JOURNEY

You can't manage what you don't measure. Agriculture continues to change and become more prevalent in how you make decisions, manage and operate your farm. The goals that you have change depending on the season, meaning the data you need to run your operation changes as well. By breaking the Data Journey into key components, the Precision Ag team at Cervus John Deere can help you identify how to get the insight you need to make the best decisions in your operation.



## COLLECT

The foundational step in the Data Journey is the collection of data. Ensuring you have the correct hardware, connections and integrated software provides seamless data collection and transfer.



## INSIGHT

The data collected from your operation is not of much value on its own. Knowing what pieces are important, how to read and evaluate the information, and understanding which programs best fit your goals will provide you with the framework to set your plan in motion to improve your operation.



## ADVICE

As the owner/operator of your farm, you have a lot on your mind to keep things running smoothly. Our team will work with you, based on your schedule, to give support and help clarify information, so you can feel confident when reviewing your data.



## ACTION

Information is great, but the impact comes from putting it into action. Using the data, you've collected, the insights gained from that data, and knowing the goals of your operation, you can create an action plan to implement the changes or adjustments needed.

# TURN THIS YEAR'S DATA INTO NEXT YEAR'S RESULTS



Collecting data is the initial step in gaining insight to make informed and strategic decisions on your farm to reach your goals. To begin you will need:

- John Deere Operations Center
- StarFire 6000 receiver
- Gen4 display

## JOHN DEERE OPERATIONS CENTER



COLLECT



INSIGHT



ADVISE



ACTION

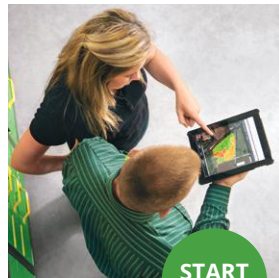


John Deere Operations Center is the central hub of information, bringing together personalized and location specific machine, field, and crop data. Managing your farm is made easier with the wide range of applications and features housed within this simply designed, easy-to-use software. Operations Center boasts benefits such as setting field boundaries, fleet tracking, setting up seasonally specific jobs, JDLink and integrates 3rd part apps and services. View and share the information you need, when you need it and collaborate with your partners, on-the-go and at your fingertips.

### OPERATIONS CENTER SUPPORT PACKAGE

A Cervus Precision Ag Specialist will provide a customized support package to help you get the most out of your operation. Additionally, they can assist you in setting up and familiarizing yourself with the John Deere Operations Center interface features and be there for technical support. Save time and gain confidence in navigating the Operations Center by having your local Precision Ag Specialist help you get the most out of your data. Includes JDLink Connect.

**STARTING AT \$750/YEAR**



**START  
HERE**

# THE STARFIRE 6000 RECEIVER & THE GEN4 DISPLAYS\*



## COLLECT

Receivers and displays let you collect and view data that comes off your machine. Some equipment comes with receivers and displays, while others need them to be added on. John Deere receivers and displays can also be added to non-John Deere machines.

These are key components on the Data Journey as the collection of personalized, accurate and timely data is critical:

- **The StarFire 6000 receiver** connects your equipment to where you are and pulls location data into the Operations Center and through to your display. A subscription is required to access the data.



Please note, if you currently have an ITC receiver, you will be required to upgrade for your data to be accessible.

- **The Gen4 displays** showcase the visual representation of the data that is collected by your receiver and machine. The data can also be transferred to and viewed within Operations Center.



**RECEIVER ACTIVATION  
SUPPORT  
STARTING AT \$125**



**SF6000 W/ SF1  
STARTING AT \$5,012.28**



**SF6000 W/SF3 ACTIVATION  
STARTING AT \$10,159.68**  
plus \$1100-\$1300 subscription,  
depending how many years  
purchased.



**RTK READY ACTIVATION  
STARTING AT \$4,503.97**



**RTK RADIO  
STARTING AT \$1,730.81**



**GEN 4 DISPLAY W/AT ACTIVATION  
STARTING AT \$10,931.78**

\*GST/PST not included. Multi-unit discounts available. Check website or contact your Parts Rep or Precision Specialist for the latest updates.

# OPTIMIZATION SERVICES



COLLECT



INSIGHT



ACTION

Optimization and education of your equipment increases efficiency and improves profits and accuracy. Our optimization services can be performed YEARLY in-season or pre-season to be field ready. Our team at Cervus John Deere will guarantee your equipment is field-ready and ensure you have a clear understanding of how to operate your equipment effectively.\*

## Why Optimize Annually?

- Ensure up-to-date machine software
- Consistent settings and preparation each year
- Increase knowledge and comfort of new practices

\*This includes setup and optimization of receivers and displays as needed. Prices for optimization services are fixed not hourly.

## GUIDANCE OPTIMIZATION VALUE PACKAGE



During the offseason, your equipment's guidance calibrations and settings can be impacted. Our guidance optimization package allows a member of the Cervus John Deere team to make sure everything is setup and collaborated accordingly so you can begin your applications or harvest.

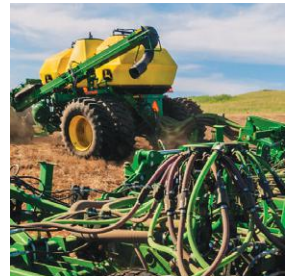
- TCM Calibration
- AB Guidance Line Setup (Single Machine)
- Machine & Implement Offset Calibration
- Seeding Setup File Creation (Operations Center)

**STARTING AT \$750**

## SEEDING TECHNOLOGY OPTIMIZATION VALUE PACKAGE

Seeding is the most important time of year for your operation and has the most variables to overcome. Our Seed Technology Optimizations allow you to spend some time with our experts as we refresh you on the operation of your seeding equipment as well as make sure the equipment is calibrated and mechanically ready for you to hit the fields the minute the weather allows.

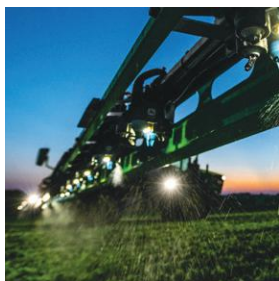
- Section Control Setup & Optimization
- JDLink™ Fleet Setup & Year-end Report
- TCM Calibration
- AB Guidance Line Setup (Single Machine)
- Machine & Implement Offset Calibration
- Seeding Setup File Creation (Operations Center)



**STARTING AT \$2,500** (MACHINE & DATA OPTIMIZATIONS)



### **SPRAYING TECHNOLOGY OPTIMIZATION VALUE PACKAGE**



Your sprayer potentially takes on the greatest number of hours during the growing season. Herbicide, fungicide, pesticide, and liquid fertilizer applications all run through your sprayer so ensuring it is setup correctly is key to maintaining your operations efficiency. Our Sprayer technology packages certify that your sprayer is in elite condition throughout the growing season.

- Section Control Setup & Optimization
- JDLink™ Fleet Setup & Year-end Report
- TCM Calibration
- AB Guidance Line Setup (Single Machine)
- Spraying Setup File Creation (Operations Center)

**STARTING AT \$2,000** (MACHINE & DATA OPTIMIZATIONS)

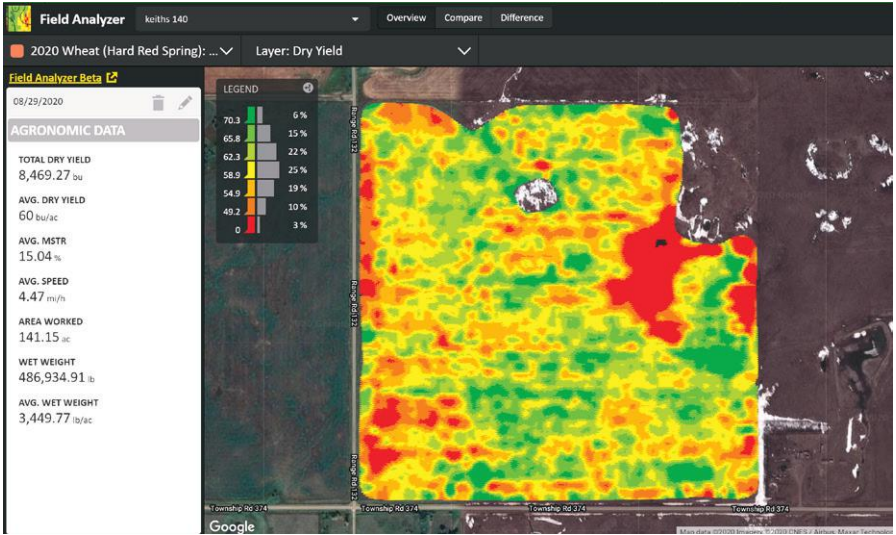
### **COMBINE TECHNOLOGY OPTIMIZATION VALUE PACKAGE**

Your combine is one of the most important and complex pieces of equipment for your business. Our Combine Technology Optimizations allow Cervus John Deere to refresh you on how to get the most out of your combine while making sure everything is fully functional. Let us help you by relieving the some of the stress during the harvest season by making sure your combine is well maintained.



- Auto Maintain Optimization
- Active Yield Optimization
- Yield/Moisture Optimization (Combine or Grain Cart)
- JDLink™ Fleet Setup & Year-end Report
- Agrimatics Setup & Operator Training
- TCM Calibration
- AB Guidance Line Setup (Single Machine)
- Machine Offsets Setup
- Harvest Setup File Creation (Operations Center)

**STARTING AT \$2,500** (MACHINE & DATA OPTIMIZATIONS)



Make confident decisions with cleaned, usable yield map data to plan for next season. Having the most accurate yield data available is important and impactful when evaluating and comparing information. A variety of issues can cause inaccurate yield maps such as sensors clogging up, recording stop times, overlap, incorrect calibrations and many other issues can all be accounted for and cleaned with our Yield Map Cleaning service. The Cervus Precision team can help you filter and clean the raw yield maps collected by your combine(s) to ensure you have the best data possible for all your future decision making.

**STARTING AT \$0.75/PER ACRE OR AVAILABLE IN THE VISUAL ANALYSIS PACKAGE**

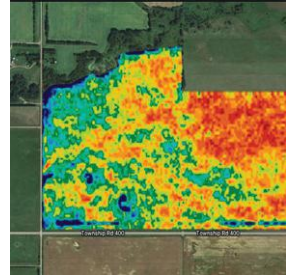
**SCAN TO CHECK OUT OUR  
LATEST PROMOTIONS**



## **Satellite Imagery** BY CERVUS EQUIPMENT

### **INSIGHT**

The Satellite Imagery service produces multiple images throughout the growing season which are automatically added to your John Deere Operations Center Account. Seeing your crop from a bird's eye view can provide you with a different perspective of your field. Using our Satellite NDVI Imagery you can see the in-season biomass progression of your field. These images can be used for crop scouting, identifying areas for top dressing or identifying which areas need to be protected with a fungicide application.



**STARTING AT \$0.20/ACRE OR AVAILABLE IN THE VISUAL ANALYSIS PACKAGE**

## **Profit Analyzer** BY CERVUS EQUIPMENT

### **ADVICE**



Discover your field's profit potential using visual data from your land to make informed decisions for your operation. All fields have variability. Profit Analyzer allows you to better understand the profitability variations in-season and historically for your field. Using data from your equipment, along with your operating costs a profit map can be created to give a visual representation of the field's profitability. A Precision Ag Specialist will help set up your information so you can make more informed decisions and potentially produce better results.

**ONLY AVAILABLE IN THE VISUAL ANALYSIS PACKAGE –  
STARTING AT \$1.25/ACRE**



## **Visual Analysis** BY CERVUS EQUIPMENT



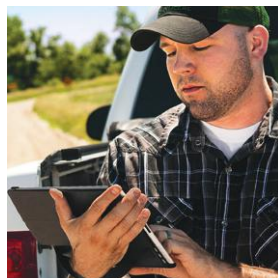
**INSIGHT**



**ADVICE**

Use data from your operation to gain valuable insights and make impactful decisions. Combining the data collected through cleaned yield maps, satellite imagery and profit mapping, you will gain a full view of your field from a variety of levels. These new levels of combined observations will allow you to get the most out of your data and take full advantage of Cervus' Precision Ag offerings.

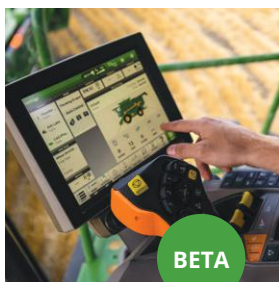
**INCLUDES YIELD MAP CLEANING, SATELLITE IMAGERY & PROFIT ANALYZER – STARTING AT \$1.25/ACRE**



## **Fleet Analyzer** BY CERVUS EQUIPMENT



**INSIGHT**



Managing your fleet is becoming a necessary practice in your everyday operations. Fleet Analyzer helps improve operational efficiency by showing how your equipment performed through the year. Tracking information such as engine load, fuel usage and machine idle time will be shown in a condensed report to help explain efficiency gains and potential lost income, all while comparing your fleet to similar operations.

**STARTING AT \$997/MACHINE OR MULTI-UNIT OPTIONS ARE AVAILABLE**

## **FARM AT HAND**

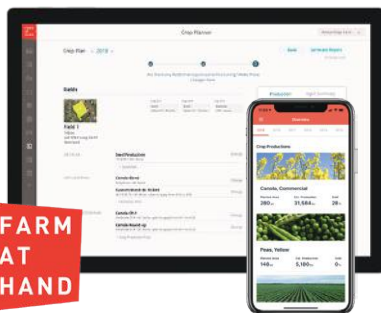


**INSIGHT**



**ADVICE**

Keep Track of Everything in One Place. Make managing your farm easier by keeping everything at your fingertips with simply designed, easy-to-use software. Access the information you need and collaborate with your partners on-the-go. Two key features are an easy-to-use Crop Planning tool and the robust Inventory Management solution.





# WEATHER DATA SOLUTIONS



Weather and moisture affect all aspects of farming, and they are things that no one can control or predict. The next best thing to knowing the future is having a clear understanding of what is happening in your fields. Gathering information around moisture and weather that is personalized/location specific can provide important insights into application and timing of other actions that could significantly impact yield. The Cervus Precision Ag team will install the weather stations after purchase and give you a full run down of how they operates and provide simple maintenance instructions.

## BASIC WEATHER STATION PACKAGE

Package includes:

- RealmFive Vantage Pro2 (with temperature, humidity, rain, wind speed/direction and 6' pole)
- Heavy Duty Tripod Kit (tripod, mount kit, bin anchor, tie down straps)
- SIM Card (1 yr service)
- Farmgate Annual Subscription (1-4 stations)

**STARTING AT \$3,537.66**

Advanced kits available.



## ADD-ONS

Speak to your Precision Ag Specialist for more information:



### CROP INTELLIGENCE

**STARTING AT \$599**

with Farmgate subscription



### SIM CARD

**STARTING AT \$275**

Annual



### FARMGATE SUBSCRIPTION

**STARTING AT \$199**

Annual (1-4 stations)

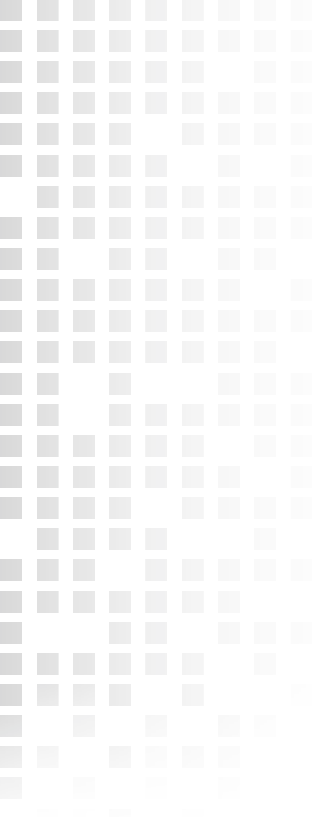
**STARTING AT \$599**

Annual (5+ stations)

See website for more details.

**W**hether you want to improve machine efficiency, optimize your operation, reduce operating costs or use your data to make informed decisions, the Precision Ag team can work with you to identify the best strategy to get the most value out of your data.





[CERVUSEQUIPMENT.COM/PRECISION-AGRICULTURE](https://www.cervusequipment.com/precision-agriculture)