

Managing input costs on today's farm is more than an economic goal.

It has become an economic necessity.

Today, everything you do must be carefully evaluated for cost effectiveness and its impact upon return on investment. Now more than ever, crop management requires innovation as well as a thorough analysis of input costs versus return. It's more than prudent—it's necessary.

Specifically, what that means on

farms throughout the country is an ongoing effort to increase yields and control operating expenses.

The resulting changes are dramatic and widespread. Changes in management practices that come from exploring new hybrids, new tillage practices, seeding practices, fertilizers and weed control, to name a few.