



## PRECISION FARMING

# → Profitability

**Y**ou've heard of precision farming, the use of information technologies and other technologies like GPS to allow you to develop and effectively implement soil and crop management plans that fit the specific conditions of a particular field.

You've read about yield monitoring and variable rate fertilizer applications, and perhaps about within-field weed management, GPS guidance, and the many other applications that make up precision farming.

You probably realize you can and should pick and choose among the various precision technologies to identify the ones that best fit your circumstances.

***But do you know how to do that—and do you know how to make a profit with precision farming?***

Purdue University experts have written *Precision Farming Profitability*, a book that helps you turn precision farming from something to consider to something you can use right now to lower your unit cost of production.