

FARM JOURNAL TOP PRODUCER 2014

***The Ag Cycle***  
*The No.1 Threat To Every Farming Operation*

Change To Stay Relevant

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***The Ag Cycle Defined***  
*What farmers do, when they've always done it.*

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***The Ag Cycle***

*Takes away your ability to plan early  
Takes away your ability to buy early  
Minimizes the effectiveness of your decisions  
Makes YOU irrelevant as a decision-maker  
Takes away your ability to be a leader  
Increases your cost of doing business  
Makes it impossible to significantly increase production  
Retards or stops business growth*

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***The Ag Cycle***

*In summary, it takes away your ability to  
grow your business at a pace required to feed,  
clothe and fuel the world.*

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***The Ag Cycle!***

**Began More Than 100 Years Ago**



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***The Ag Cycle***

*Every farmer/producer can get out, and stay out, of the Ag Cycle by following four keys steps.*

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*Every farmer/producer can get out, and stay out, of the Ag Cycle by following four keys steps.*

- 1. Recognize your business is caught in the Ag Cycle (the past).**

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*Every farmer/producer can get out, and stay out, of the Ag Cycle by following four keys steps.*

- 2. Stop relying on analogical thinking to make decisions (the past).**

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*Every farmer/producer can get out, and stay out, of the Ag Cycle by following four keys steps.*

- 3. Develop a plan to increase production by 30-50% in 5 years (the future).**

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## FARM JOURNAL TOP PRODUCER 2014

- 3. Develop a plan to increase production by 30-50% in 5 years (the future).**

A. Follow The Top 5 Factors To Produce A Top Crop

B. Speak The New Language Of Production Agriculture

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**3. Develop a plan to increase production by 30-50% in 5 years (the future).**

A. Follow The Top 5 Factors To Produce A Top Crop

1. Soil conditions at planting
2. Seed placement
3. Seed quality
4. Right variety in the right field
5. Post-planting management

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**3. Develop a plan to increase production by 30-50% in 5 years (the future).**

B. Speak The New Language Of Production Agriculture

Increasing Corn Yields

180 Bu/a	30,000	6 bu/1000 plants	180 ÷ 30 = 6 bu/1000 plants	Goal
204 Bu/a	<del>90,000</del>	6 bu/1000 plants	204 ÷ 34 = 6 bu/1000 plants	200 bu/a
210 Bu/a	<del>90,000</del>	7 bu/1000 plants	210 ÷ 30 = 7 bu/1000 plants	
240 Bu/a	<del>90,000</del>	8 bu/1000 plants	240 ÷ 30 = 8 bu/1000 plants	Goal
272 Bu/a	<del>90,000</del>	8 bu/1000 plants	272 ÷ 34 = 8 bu/1000 plants	300 bu/a
	ppa			

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*Every farmer/producer can get out, and stay out, of the Ag Cycle by following four keys steps.*

### 4. Change your “Circle of Influence”

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## FARM JOURNAL TOP PRODUCER 2014

**Who Is Giving You Advice Right Now That Can Help You Achieve Your Goals?**



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### FARM JOURNAL TOP PRODUCER 2014

**The More People In Your Circle Of Influence Giving You Advice, The More Directions They Pull You!**

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### FARM JOURNAL TOP PRODUCER 2014

**It's Time To Change**

**Your Circle Of Influence**

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***The Ag Cycle***

- Takes away your ability to plan early*
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- Makes YOU irrelevant as a decision-maker*
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***The Ag Cycle***

*The No.1 Threat To Every Farming Operation*

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