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## 3 Types of Data Management Strategies

Elizabeth Hawkins  
*The Ohio State University*

John Fulton  
*The Ohio State University*

Richard Colley III  
*The Ohio State University*

Jenna Lee  
*The Ohio State University*

Laura Thompson  
*University of Nebraska-Lincoln*

*See next page for additional authors*

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## 3 Types of Data Management Strategies

### **Abstract**

The main goal of data utilization is to provide added value to the farm. That value can come in several different forms. By using on-farm data to inform decision-making, farmers can choose strategies that help them reduce risk, maximize profits or reduce inputs – or a combination of the three.

### **Disciplines**

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### **Authors**

Elizabeth Hawkins, John Fulton, Richard Colley III, Jenna Lee, Laura Thompson, Joe Luck, Daniel Barker, Ignacio Ciampitti, Ajay Sharda, and Luciana Nieto

## Data Utilization

# 3 Types of Data Management Strategies

The main goal of data utilization is to provide added value to the farm. That value can come in several different forms. By using on-farm data to inform decision-making, farmers can choose strategies that help them reduce risk, maximize profits or reduce inputs – or a combination of the three.

### 1

## REDUCE RISKS



Pre-plant applications are highly susceptible to loss. In-season applications combined with aerial imagery provide time to assess crop nitrogen needs to help increase nitrogen use efficiency.

### 2

## MAXIMIZE PROFITS



Georeferenced scouting can provide the information to help target acres where these applications will be economical and avoid acres where disease thresholds are not met. This can help limit applications of costly fungicide and insecticide applications.

### 3

## REDUCE INPUTS



Results from on-farm seeding rate trials can be used to match seeding rates to areas of the field according to yield potential. These variable rate seeding prescriptions can help farmers potentially decrease seed costs.

For more information and links to additional resources, visit [www.unitedsoybean.org/techtoolshed](http://www.unitedsoybean.org/techtoolshed)

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