



THROUGH THE YEARS OF FS GREEN PLAN®

In the mid 1970s, FS GREEN PLAN® began devoted to the purpose of developing and training FS Crop Specialists with a marketing program to assist FS patrons to recognize more profitability, more competitiveness, reduced risk and the newest agricultural technology.



FS GREEN PLAN targeted five (5) key areas of many farming operation.

- Regular soil testing every four years.
- Setting realistic yields goals per field
- Economic tools to aid understanding of the cost to produce a bushel.
- Trained FS Crop Specialists to provide crop monitoring.
- Systematic record keeping helping make more informed decisions.

To accomplish these key areas FS developed recommendation sheets, scouting tools & manuals, training materials, etc. FS worked jointly with the major Universities and the Phosphate & Potash Institute bringing the latest proven research work to the farm.

One of the major developments was the GREEN PLAN Slide Rule to aid in making fertilizer recommendations to meet the growers yield goals.

Shown example is a current version.

Gathering of data collection technology improved which enabled the FS Crop Specialist quicker product recommendations to the patrons. FS Crop Specialists began using a Texas Instruments 59 calculator to assist making soil fertility recommendations. The goal remained - to understand the economics of the cost to produce a bushel. New tools were developed on the technologies to aid decision making like a "spray – no spray" program. As the technologies progressed, FS Crop Specialists began using an Apple 3 computer, transitioned to a Panasonic portable computer (40 pounds) and then in the late 1980's to laptop computers.



In 1986, the FS System made a decision to elevated their Crop Specialists in a training program to higher standards that would become admired by others the industry. Development of a testing and recognition program called FS Certified Crop Specialist acknowledging the highest level of expertise that Crop Specialists had attained through the FS System.

This FS CCS designation preceded the Certified Crop Advisor (CCA) program by eight years.



Laptop computers in the mid 1990s became more powerful and the standard tool of use by the FS Crop Specialists. The FS System was a pioneer in using grid soil samples and variable rate fertilizer application. They used GREEN PLAN GIS proprietary software to help make variable rate fertilizer applications and GREEN PLAN Field Analyst to help determine the cost to produce a bushel.



The FS System continued to lead the industry in the early 2000's by working collaboratively with Site Specific Technology (SST) to develop a general reference database, high end technical analysis of soil tests, yield maps, and VRT application. FS Crop Specialists now use hand held computers to gather GPS locations for crop monitoring, making recommendations while mobile, and communicating the latest application with growers through Sync Now.

TODAY, FS Crop Specialists use SST Tools to delivery proprietary information and value through GREEN PLAN Solutions, On-Farm Discovery and the Pursuit of Maximum Yield. This 2010 version of GREEN PLAN Solutions continues to promote:

- The best agronomic recommendations
- Understanding the economics of the cost to produce a bushel
- Crop monitoring to assure competitive performance
- Using the newest technologies
- To help growers make better decisions

