



# FieldWatch<sup>®</sup>

Communication. Cooperation. Collaboration.

## Growing Good Neighbors through Stewardship & Communication



# Mission

To develop and provide easy-to-use, reliable, accurate and secure on-line mapping tools intended to **enhance communications** that **promote awareness and stewardship** activities between growers, beekeepers and pesticide applicators.



Celebrating 10 Years

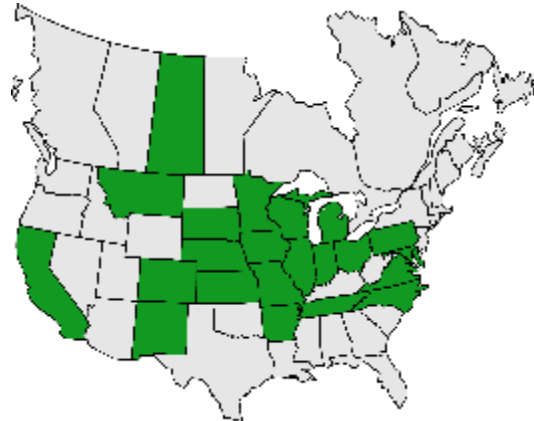
**FieldWatch**  
Communication. Cooperation. Collaboration.

# A DECADE OF SUCCESS

## 3 MAPPING TOOLS



## 22 STATES + 1 PROVINCE



**30,000+  
INDIVIDUAL USERS**

**37,000+  
REGISTERED SITES**

## 2 MOBILE APPS



**FieldCheck by  
FieldWatch**  
FieldWatch, Inc.  
Everyone



INSTALL



**BeeCheck**  
FieldWatch, Inc.  
Everyone



INSTALL



**FieldWatch®** is a non-profit company created to develop and operate the DriftWatch Specialty Crop Site & BeeCheck Apiary Registries. Formed in 2012 by Purdue University and interested agriculture stakeholder groups, we are funded by state departments of ag, corporate sponsors across the agriculture value chain and our producer and applicator members.

**DriftWatch®, BeeCheck® and CropCheck®** are FREE web-based mapping tools created to allow growers and beekeepers to map their sites as well as input their crop, apiary and contact information.

**FieldCheck®** is the one-stop-shop location for applicators to access grower and apiary location in order to make the most informed and up-to-date decisions.





# Why FieldWatch?

- 🌱 Stewardship
- 🌱 Communication
- 🌱 Data / Knowledge
- 🌱 Voluntary
- 🌱 Free to Use – Easy to Access
- 🌱 Our Industry relies on Relationships and Respect for our Neighbors
- 🌱 Freedom to Operate

# Board of Directors

## PRODUCERS:

**Steve Smith** – Red Gold  
**Levi Huffman** – Huffman & Hawbaker Farms  
**Jared Brooks** – Razorback Farms  
**Brant Harrison** – Kokopelli Produce (Treasurer)

## APPLICATORS:

**Scott Schertz** – Schertz Aerial Service  
**Lisa Nichols** – Nutrien Ag Solutions  
**Jeff Bunting** – GROWMARK  
**Jason Roth** – Winfield United

## MANUFACTURERS:

**Trey Davis** – Bayer Crop Science  
**Elisha Modisett Kemp** – Corteva Agriscience (Vice Chair)  
**Caydee Savinelli** – Syngenta  
**Burleson Smith** – BASF (Secretary)

## AT-LARGE:

**KJ Johnson** – Illinois Fertilizer & Chemical Assn (Chair)  
**Tami Griffin** – Aon Risk Solutions  
**Patrick Jones** – North Carolina Dept of Agriculture & Consumer Services  
**OPEN** – To Be Filled Fall/Winter 2019

## EX-OFFICIO:

**Karen Plaut/Bernie Engel** – Purdue Department of Agriculture

# FieldWatch Membership



- ✓ Member States
- ✓ Sponsors (Food/Ag Companies, Retailers)
- ✓ Trade Associations
- ✓ Applicators
- ✓ Producers
- ✓ Friends of FieldWatch

**All Registries are  
FREE to use!**



# FieldWatch Sponsors

**Agribusiness Assn of Iowa**  
**Almond Board of California**  
**Aon Risk Solutions**  
**BASF Corporation**  
**Bayer Crop Science**  
**Colorado Agriculture Aviation Assn.**  
**Corteva Agriscience**  
**CropLife America**  
**Del Monte**  
**Gowan**  
**GROWMARK**  
**Illinois Agricultural Aviation Assn**  
**Illinois Farm Bureau**  
**Illinois Fertilizer and Chemical Assoc.**  
**Indiana Horticultural Society**

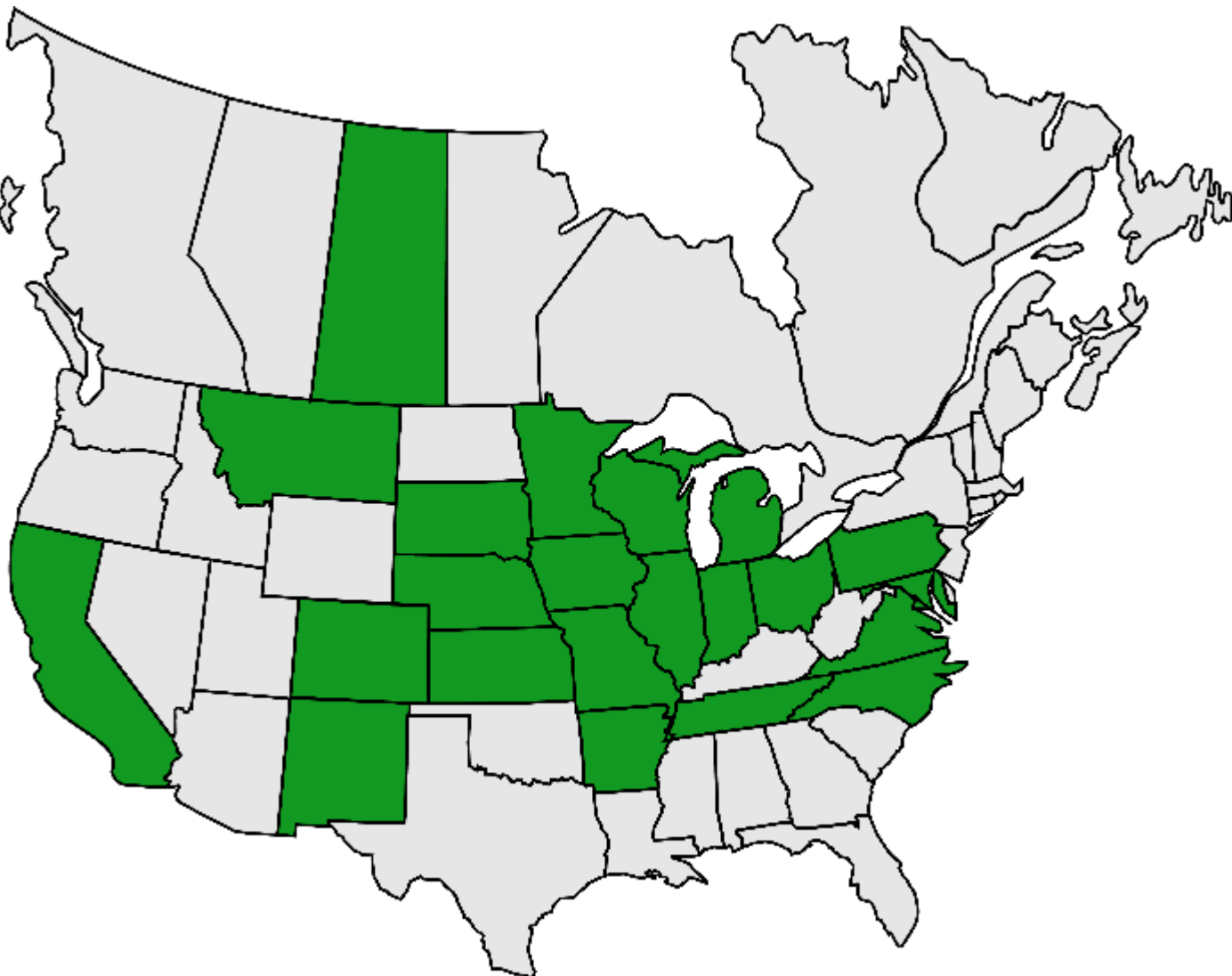
**John Deere**  
**MFA, Inc.**  
**Michigan Farm Bureau**  
**Midwest Food Products Association**  
**Minnesota Crop Production Retailers**  
**Nutrien Ag Solutions**  
**Purdue University**  
**Red Gold, Inc.**  
**Schertz Aerial Service**  
**South Dakota Agri-Business Assoc.**  
**Syngenta**  
**Valent**  
**Winfield United**  
**Wolf Consulting & Research, LLC**  
**2-4, D Task Force**



# FieldWatch Footprint: 22 States + SK

**New in 2019:**

- ✓ Maryland
- ✓ California
- ✓ Pennsylvania



# FieldCheck® Applicator View

Go To My Location

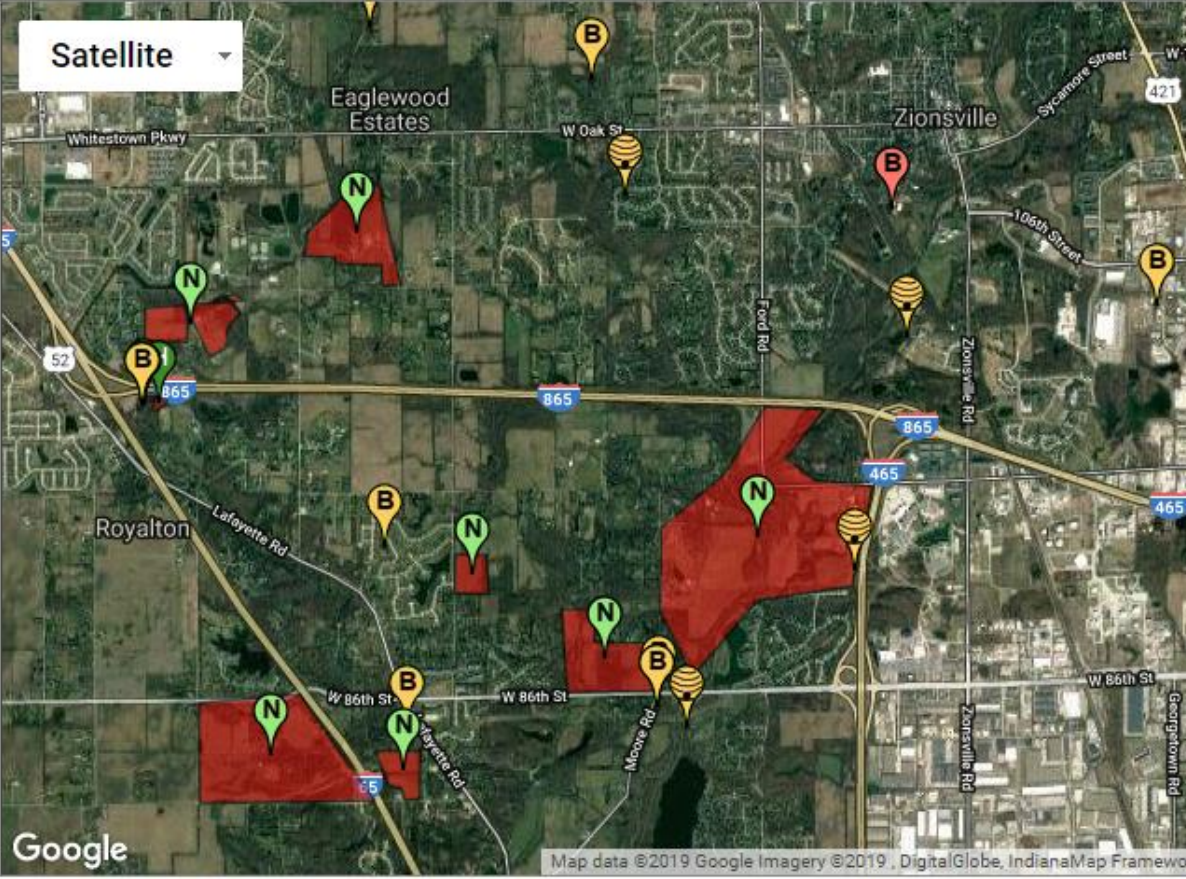
**Filter Growing Conditions**

- All
- Conventionally Grown
- Organically Grown (in states permitted)
- Certified Organic

**Filter Crop Types** ALL STATES IN

- All
- Beehives
- Christmas Trees
- Fish Farm
- Floriculture or Greenhouse
- Fruits
- Grapes
- Greenhouse - High Tunnel
- Hardwood Plantation
- Hops
- Mint or Herbs
- Non-specialty Certified Organic
- Non-specialty Transition to Certified Organic

Satellite



Map data ©2019 Google Imagery ©2019 DigitalGlobe, IndianaMap Framework

**driftwatch** INDIANA SPECIALTY CROP SITE REGISTRY  
Specialty Crop Site Registry by FieldWatch

Home About FieldWatch Map Order Signs Con

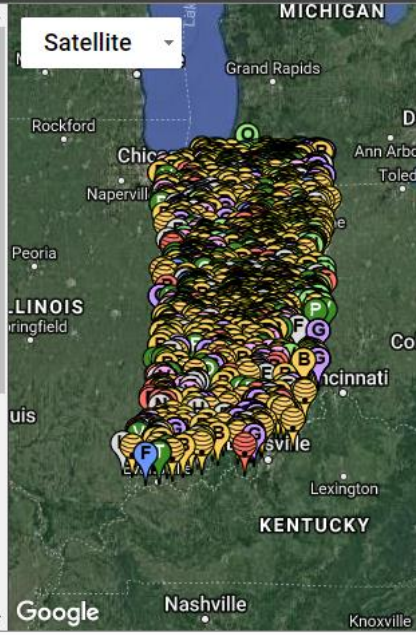
Go To My Location

**Filter Growing Conditions**

- All
- Conventionally Grown
- Organically Grown (in states permitted)

ALL STATES IN

Satellite



Google Nashville Knoxville



# FieldCheck Contact Box

**FieldWatch**  
Communication. Cooperation. Collaboration.

SUBMIT NEW SITE    Go To My Profile

**Growing Conditions**

- All
- Conventionally Grown
- Organically Grown (in states permitted)
- Certified Organic

**Crop Types**    ALL STATES

- All
- Beehives
- Berries
- Grapes
- Non-specialty Certified Organic
- Non-specialty Transition to Certified Organic
- Nursery Crops
- Orchard (Nuts, Fruit, Trees)
- Pumpkins or Melons
- Vegetables
- Other



VEGETABLES

## Specialty Crop Area MO-25275

Approximately 41.31 acres

Conventionally Grown

Submitted 05/23/2017    Approved 05/23/2017

Updated 05/23/2017

### Information

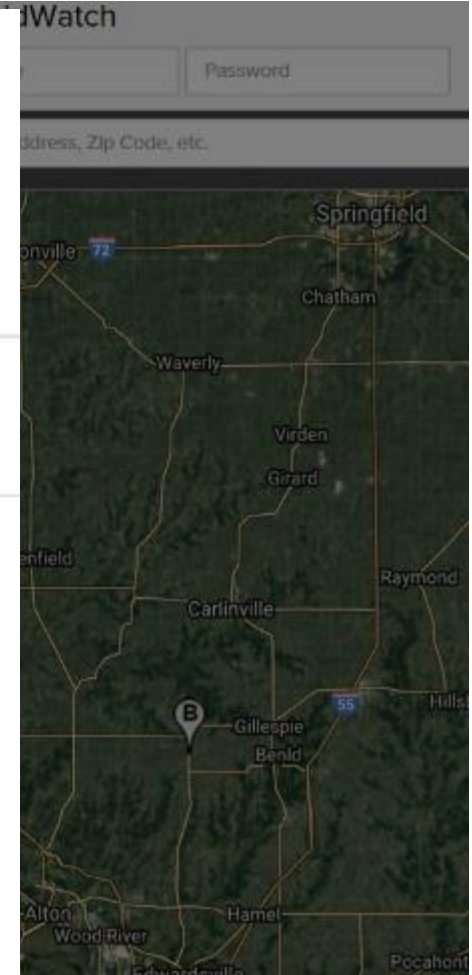
**Producer:** Joel Dierking

**Notes:** Green Beans

**Email:** [mjdierking@yahoo.com](mailto:mjdierking@yahoo.com)

**Address:** 11303 225th Trail Blackburn  
MO 65321

**Phone:** [660-641-4615](tel:660-641-4615)



The screenshot shows the DriftWatch website interface. At the top, there is a logo for "driftwatch" with the tagline "Specialty Crop Site Registry by FieldWatch". To the right, it says "INDIANA SPECIALTY CROP SITE REGISTER" and has links for "About", "DriftWatch Map", and "Resource". Below the header, there is a navigation bar with a green button labeled "EXPORT SITES IN MY AREA" and a white button labeled "Go To My Location". The main content area is divided into two columns. The left column contains filter sections: "Growing Conditions" with checkboxes for "All", "Conventionally Grown", "Organically Grown (in states permitted)", and "Certified Organic"; and "Crop Types" with a dropdown menu set to "ALL STATES" and "IN", and a list of crop types including "All", "Beehives", "Christmas Trees", "Fish Farm", "Floriculture or Greenhouse", "Fruits", "Grapes", "Greenhouse - High Tunnel", "Hardwood Plantation", "Mint or Herbs", "Non-specialty Certified Organic", "Nursery Crops", "Pastures", "Pumpkins or Melons", "Tobacco", "Tomatoes", "Vegetables", and "Other". The right column shows a map of Iowa and Kansas with various cities labeled, including Fort Dodge, Des Moines, St. Joseph, Lavenworth, Kansas City, Overland Park, Olathe, and Sedalia. A blue arrow points from the "EXPORT SITES IN MY AREA" button to the "Growing Conditions" filter section.

## Applicator Access

- 🌱 **Public Map (FREE)**
  - All crop sites
  - Most beehives
  
- 🌱 **Register with FieldCheck (FREE)**
  - All crop sites
  - All beehives
  - Email notifications of new sites
  
- 🌱 **Member Data Subscription**
  - All sites
  - Downloadable or live stream through software provider

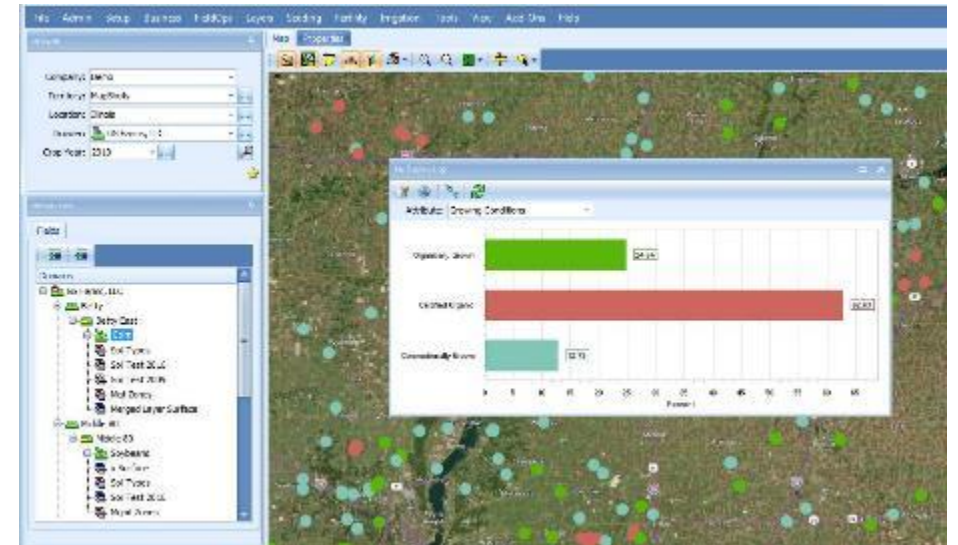
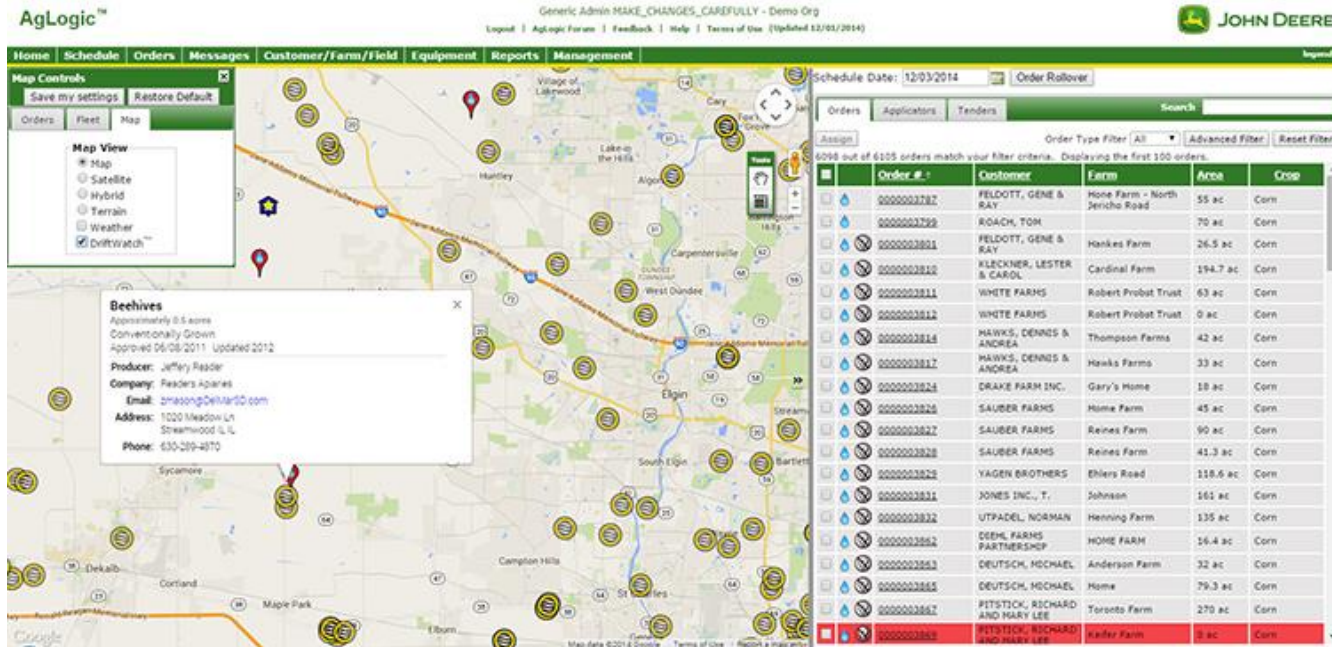
# Technology Partners

## Software Partners\*

Esri ArcGIS                SSI Agvance  
 Ground Point Nine    Chem Man  
 MapShots AgStudio    CropTrak  
 Soilmap                    AgLogic  
 EFC Systems              Agrible

## Licensee Partners\*

AgriData Inc.  
 AgriSmart Information  
 Systems  
 AgSync, Inc.



\*A few companies have asked for privacy

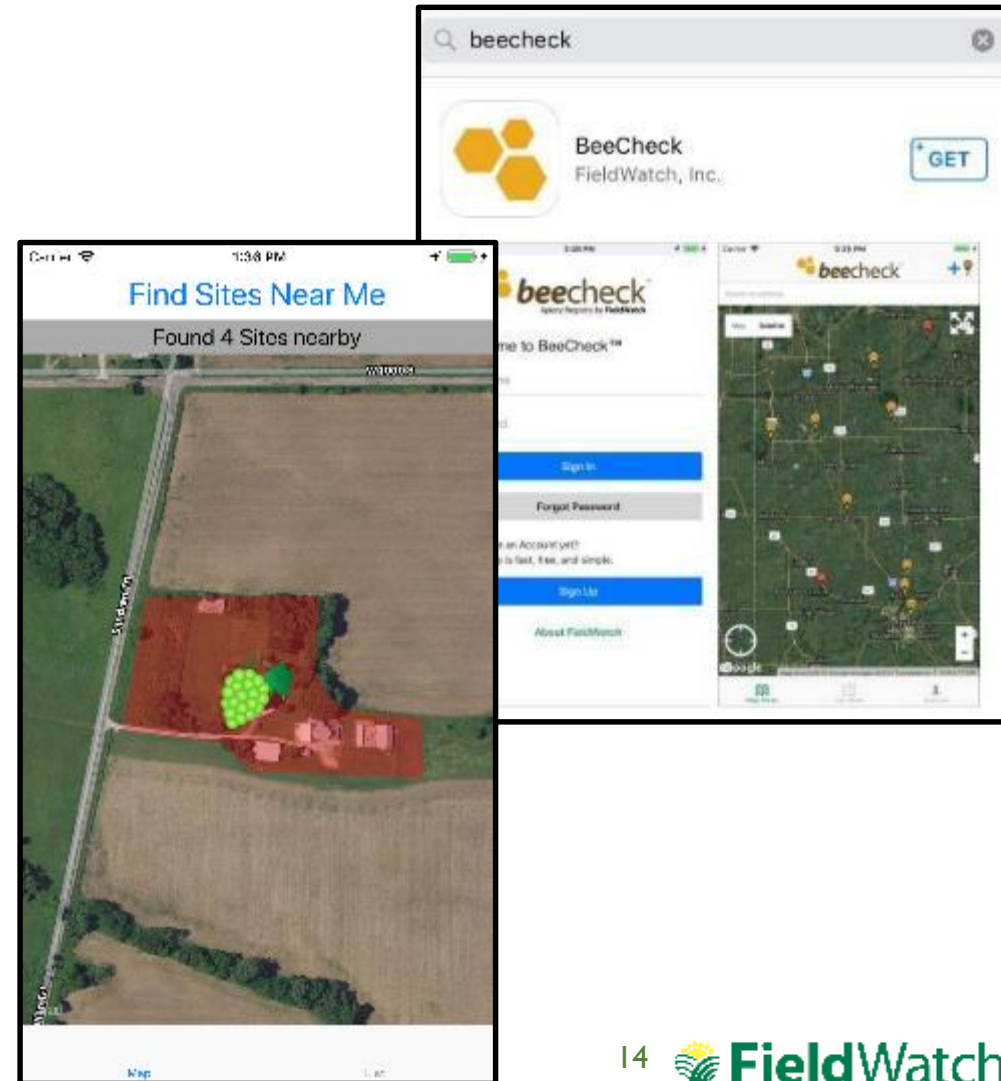
# New Apps Launched in 2018!

## ✓ **FieldCheck for Applicators & Growers**

- Map: Detailed Site, Contact View, Find Sites Near Me
- Options on defined “Alert Area”
- Notification when sites added or removed
- Increased functionality and visibility
- API design to communicate with other technology platforms
- Available for FREE on Apple/Android systems

## ✓ **BeeCheck for Beekeepers**

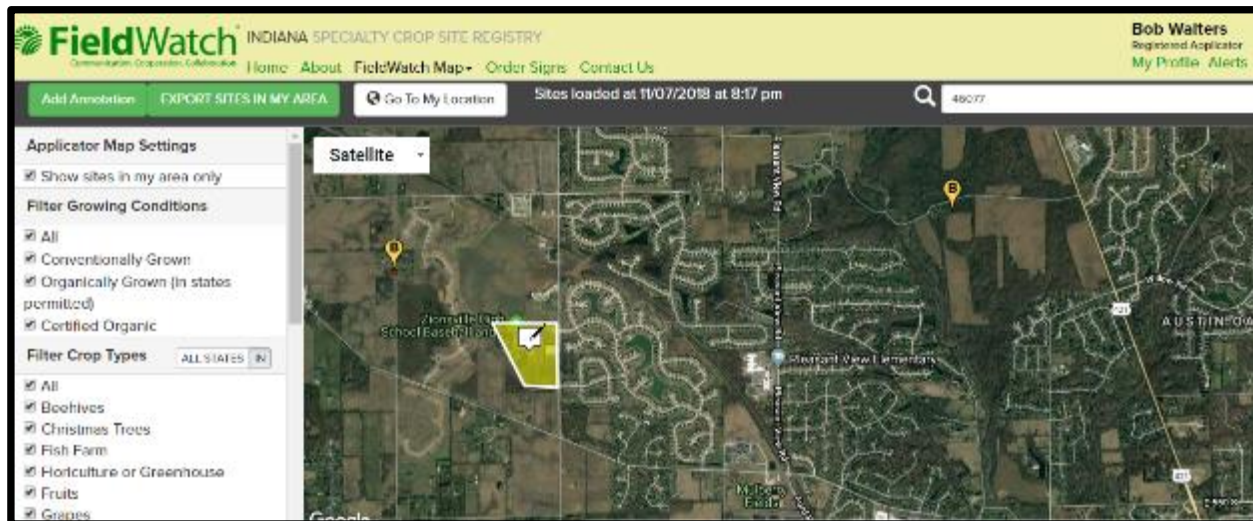
- Increased functionality; ease of moving hives with GPS
- Same security functions (allows for privacy)
- Available for FREE on Apple/Android systems



# Private “Annotation Layer” Launched in 2019!

## ✓ New “Annotation” Feature for Applicators

- Wholly owned and controlled by the applicator
- No review/approval required by State Data Steward
- To be used for sites that are “out of scope” (i.e. gardens) or for sites that don’t participate in FW
- Will not go through typical renewal process (applicator’s responsibility to update/remove)
- Ability to share and make changes to your private layer



New Annotation

✓ Name

✓ Notes

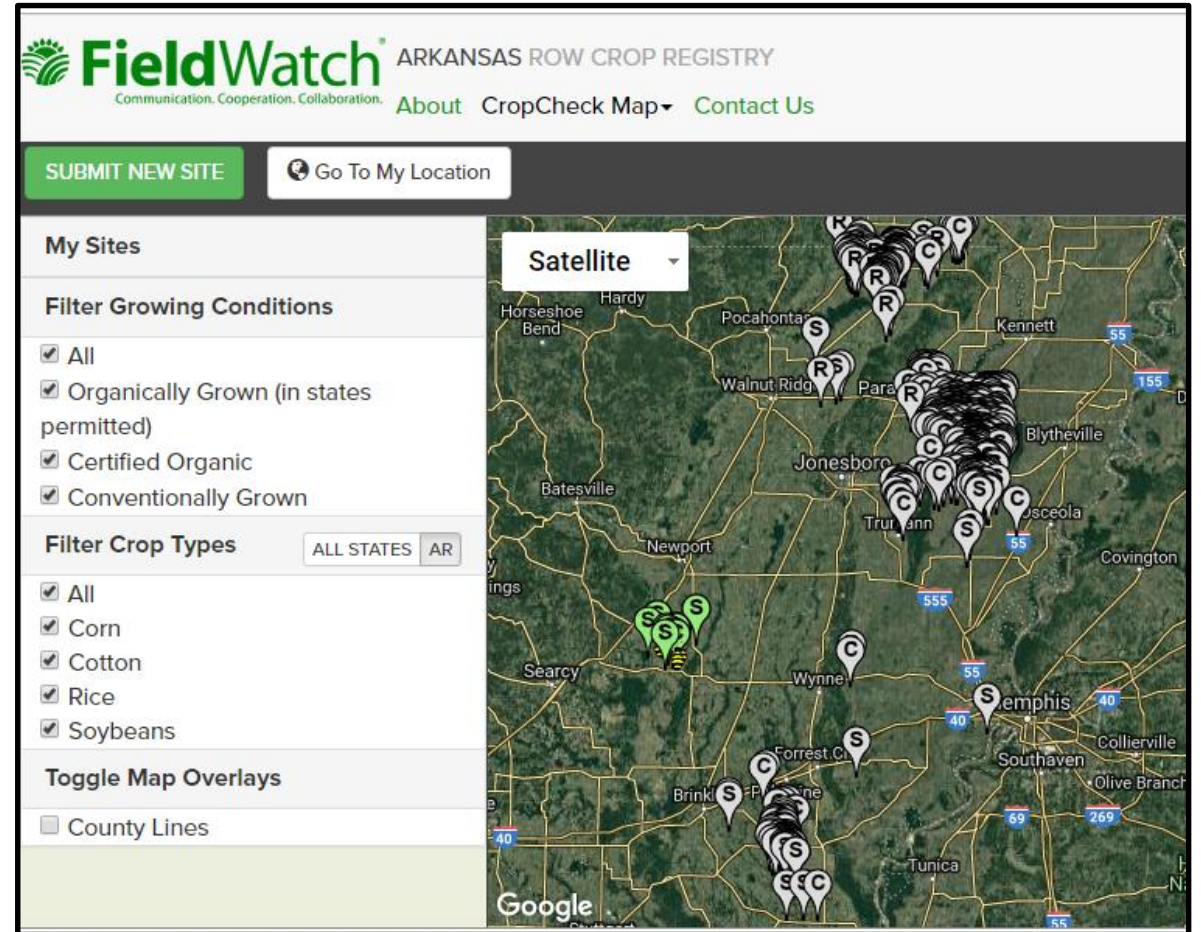
✓ End Date  Never expire annotation  
 Date annotation will expire from your private layer:

Lookup Site On Map  Center the map on the following address, postal code, or lat/lon pair:  
  
 I already have the map near my site's location  
 Center the map using my current location

# CropCheck® Row Crop Registry: Expanded Pilot Program in 2019

## ✓ CropCheck® expands FieldWatch scope to include Row Crops

- Developed by University of Arkansas Cooperative Extension Service for use in Arkansas in 2018.
- Offered as an “expanded pilot program” to all FieldWatch states in 2019. Three additional states adopted the platform:
  - IN, IL and NC (in addition to Arkansas)
- Corn, Cotton, Rice and Soybeans are currently accepted in the system.





# Outreach & Education Tools

@FieldWatchInc

## Communication Assets for States & Partners:

- ✓ FieldWatch Branded Collateral
- ✓ Newsletters
- ✓ Banners and other tools for State Partners
- ✓ PowerPoints
- ✓ User Guides
- ✓ FAQs
- ✓ Social Media
- ✓ Web Resources: [www.fieldwatch.com/resources](http://www.fieldwatch.com/resources)
- ✓ How-To Videos



An online mapping registry to promote communications between producers of specialty crops, beekeepers, and pesticide applicators in support of ongoing stewardship activities.

Learn more and sign up at: [FieldWatch.com](http://FieldWatch.com)

Follow us: @FieldWatchInc



# Field Signs Available

To further promote awareness & communication in the field





**Pilot program launched in Missouri in 2018 designed to establish good neighborly relationships, increase communication & create resilient communities with a favorable environment for conflict resolution. In 2019, Growing Good Neighbors expanded to Kansas and Indiana.**

- Format:** Three community dinners at local wineries in eastern, central and western Missouri taking place in early 2018.
- Participants:** Grape growers, retailers, crop growers, livestock producers, beekeepers, specialty crop growers, conservationists, etc.
- Why:** Discuss good neighbor strategies. Meet neighbors and learn about their crop locations and technologies. Become informed to avoid conflicts and build relationships to help resolve issues.

# Growing Good Neighbors







[www.fieldwatch.com/neighbors](http://www.fieldwatch.com/neighbors)





# On the Horizon

-  Growth in Users, States & Sponsors
-  Collaboration with Tech Companies
-  Continued Innovation
-  Expand Growing Good Neighbors®



# FieldWatch<sup>®</sup>

Communication. Cooperation. Collaboration.

***Thank you for the opportunity!***