

# DATALINK

## DATA MANAGEMENT PROGRAM



The Datalink program is operated by FarmRx, the precision agriculture division of NuWay-K&H Cooperative. Our goal with Datalink is to assist growers in maximizing ROI for every acre while providing year-round support. Through the program, you will receive personalized in-season data tailored to your farm when it's needed most. You'll also receive geographically-relevant benchmarks during critical periods to inform your decision-making. By combining customized insights with regional perspectives, Datalink aims to help each customer achieve higher productivity and profitability per acre.



**PERSONALIZED DATA  
FOR YOUR FARM.**



**INNOVATIVE IDEAS  
AND PRACTICES.**



**PROVIDING SOLUTIONS TO  
MANAGE YOUR ACRES.**

### **DATALINK PROGRAM DETAILS |** *\$2.50 an acre with a \$3,500 maximum fee per year*

- In-season equipment monitor setup and assistance
- Data integration into field management and applications
- Enhanced zone level management through data utilization for planting, fertility, and in-season recommendations and prescriptions
- Access to drone generated imagery
- Eligible for NuWay-K&H Cooperative supported trial management
- In-season reports on practices completed
- Raw data storage
- Pre-harvest reports including estimated maturity, date by hybrid, and by field
- Summary of current yield averages and historical yields on a field and operational basis
- FieldAlytics access to profit planner (ROI mapping, reports, and benchmarking on an acre/acre basis)
- Climate FieldView assistance with setup, boundaries, and data management
- Access to data through the NuWay-K&H Cooperative mobile app
- Invitation to attend year-end meeting with trial results and data analysis



**TYLER BROLSMA**

507-841-2192

[Tyler.Brolsma@NuWay-KandH.com](mailto:Tyler.Brolsma@NuWay-KandH.com)



**DERREK RUSSENBERGER**

507-639-6626

[Derrek.Russenberger@NuWay-KandH.com](mailto:Derrek.Russenberger@NuWay-KandH.com)