

Crop Production

New Croppricer software organizes marketing data

By JENNIFER VINCENT KIEL

GENERATING data on the farm doesn't seem to be the problem these days, but making sense of all those numbers and putting them to work to become more efficient and profitable is a bit more of a challenge.

Setting out to find a way to make sense of the mass of data, Otsego, Mich., corn and soybean farmer Harold Lindsey developed the Croppricer software program. Using Microsoft Excel, Croppricer helps guide the operator through the collection and analysis of all input and marketing information.

Lindsey says it is the only program that handles a full season. From preplanting to postharvest marketing, it's a way to crunch the numbers — especially as margins are pinched — to see how one change may produce a different outcome.

"In recent years, I've been able to collect more and more data about costs of inputs, land, machinery, taxes, wages and about everything else," says Lindsey. "But stacks of paper and numbers can be quite daunting. Plus, sometimes you just



don't quite know where all those numbers belong. More data is not better if you aren't sure what to do with it."

The Croppricer software comes pre-loaded with spreadsheets ready to go. Each category is clearly marked to track things like fuel, seed, equipment, wages, etc. The operator can identify old-crop and new-crop, as well as enter an expected market price or a hypothetical price. There are upward of 25 spreadsheets available.

It's easy to play "what if," Lindsey says, based on live, real-time data. "The user sees the results immediately. Because of its flexibility, should costs change or the marketing price between planting and harvest, a few minutes at the computer will provide the most up-to-date financial view of the operation. A complete array of reports is also available for bankers, landlords, etc.," he says.

Lindsey originally developed the



product for his own use. "But when I showed it to neighbors, they were interested, as well. I commercialized it and added things to it. You can control inputs and do comparisons — showing how inputs impact cost of production. And, it's not just basic crop inputs. You can add the cost of finance, trucking, and put wages in ahead of time. For farmers, oftentimes we take what is left. But by putting in the numbers, there are trigger points to know when you are meeting desired wages. Basically, if you are taking a deduction on your taxes for an item, it needs to be in the program."

Croppricer was designed in 2010, and Lindsey took it to farm shows. A new version of the software was just released

in September. "I got feedback from subscribers and improved it," he says. "But this product will never be done. I will be constantly adding pages and features."

The product is available for \$300 for five years, which includes upgrades. "It's about 17 cents a day," Lindsey says.

Each Croppricer subscription includes a full library of narrated tutorial videos that guides the user from program installation, through midseason changes, to the final marketing of the crop.

For those who want to test drive, Croppricer also offers a free three-month demonstration of the software. For more information, contact Lindsey at hindsey@croppricer.com; 800-624-2174, or visit the newly revised website at croppricer.com.

SHRED & WINDROW IN ONE PASS

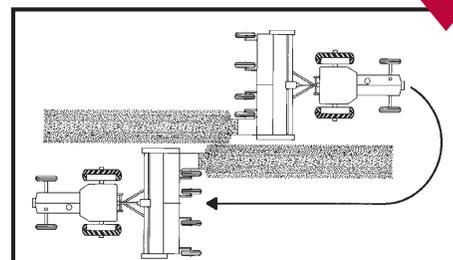
Efficient Stalk Harvesting with Hiniker 5600 Series Flail Windrowers

Substantially cut your field time with a Hiniker 5600 Series Windrower.



- Available in 15 & 20-ft end-delivery and 30-ft center-delivery models
- End transport is standard on 30-ft, optional on 20-ft models
- Fully hydraulic end transport standard on new 5620HH 20-ft unit

End-delivery design of 15 & 20-ft models lets you build big double windrows!



15 & 20-ft models only.

High capacity 30-ft. center-delivery model covers large acreages quickly.



HINIKER

1-800-433-5620 ext 322
www.hiniker.com