

Internet access by phone offers versatility, updates

By WILLIE VOGT

THE new Farm Progress Web sites offer you access to local news and a wide range of content you can customize for your farm. However, you're not always sitting in the office browsing the Web. When you need access to local news or information, you can visit the mobile version of your local Web site.

Web-enabled phones that go to www.PrairieFarmer.com or www.FarmProgress.com will be sent to the mobile version of our sites. You'll find local news and national ag news, and you'll see that you can get commodity prices, as well.

The rise in the use of mobile phones with Web capability makes it important that most sites have the mobile option. It's a growing industry trend. For agriculture, Farm Progress is setting a new standard. If you have a Web-enabled phone — like a Blackberry, iPhone or some other device capable of browsing the Internet — just go to the mobile version of our site.

You can go there by entering www.PrairieFarmer.com or by visiting mobile.PrairieFarmer.com. We have a quick menu you can use to check headlines,

Key Points

- You can access the new Web site by mobile phone.
- The system allows you to set up custom price listings.
- You can also register for text alerts to be warned of market moves.

weather (with animated radar) and the markets.

The first time you visit the mobile site and check the markets, you'll only see corn market prices. However, you can customize this display on your phone to include anything for grain (and livestock) from corn to cotton, from lean hogs to live cattle. Away from the computer for a while? You can always know what's happening in the market during the trading day.

Setting up the markets

To set up this feature, visit the site and go to "Quotes," then select "Grain quotes" or "Livestock quotes." On either of those pages you will find a choice called "Commodity preferences." Go to that page and type in your contract favorites. Next time you visit the site,

you'll see the new prices added. These are not real time; there's usually a 10- to 15-minute delay. But you can have market prices at your fingertips, and in today's market that can be important information when you need it.

Besides the industry-leading local and national Web news, you'll find livestock news, technology updates with new product information and "Your Markets Today," Arlan Suderman's daily afternoon market update. We'll be looking to add more features to the mobile site version in the future.

3G and your phone

High-speed Internet is moving to the country, whether by satellite, phone line or other means. One area that's getting a lot of attention is the 3G version of cell phone service. That 3G designation essentially means "third generation," and it's the fastest form of cell phone data transfer. Your carrier might offer phones with 3G capability, so check if you have coverage. It can make browsing the mobile Web even easier. Just check with your provider. You can do more than get e-mail on your phone; you can keep up with the news, markets and weather of the day all from your tractor cab or local



coffee shop. Another feature we offer through the main Web site is the ability to set up text alerts. Want to get a text message if a key crop contract passes a specific price? You can set that up in the system. You do need to register for the site (a simple and free process) to use the service.

The registration process is important if you want to take full advantage of our Web site. You can use plenty of features (even localized weather) without registering, but if you want to get text alerts on market moves or engage in our new online community, then you'll need to register.

Everyone who registers by Dec. 31 entered into a drawing for a \$1,000 cash prize. And all entrants will have the opportunity to subscribe to "Farm Futures Daily" for free. Visit www.FarmProgress.com to learn more.

Advertisement

How Stabilized Nitrogen Helps Groundwater Quality

Reducing the amount of N that leaches into water can help protect the environment and improve crop quality

Stabilizing nitrogen (N) is one way that growers can increase yields and profits while helping to protect a valuable natural resource: water. By slowing the conversion of ammonium-N (NH_4) to the nitrate form (NO_3), corn has a better opportunity to take up N from the soil and reduce the amount of nitrates that leach into the environment.

Nitrates can leach out of the corn root zone and into groundwater or surface water. High levels of nitrates in drinking water from urban and rural residential waste, feedlot runoff, soil organic matter and legumes have long been an issue. Leaching from cropland also can be a source of nitrates in water.

To help reduce the amount of nitrates that leach out of the root zone and into the water supply, apply only the amount of N that corn needs and then protect it with a nitrogen stabilizer like N-Serve® nitrogen stabilizer. Applying N-Serve keeps ammonium-N available in the soil longer than it would be without the stabilizer for uptake by corn plants.

A meta-analysis of 24 research trials conducted over the past 30 years shows that when N-Serve was used to protect N, leaching was reduced by an average of 16 percent as compared with regular, unprotected N.



"Stabilized N means more N in the corn plant and less N in the soil or groundwater," says Adam Manwarren, product manager for Dow AgroSciences. "Using N-Serve is a clear example of how agriculture can play a role in helping to reduce nitrates in water sources."

As producers shift more acreage to corn production in response to increased demand, it's important to reduce the amount of nitrates available for leaching into groundwater or waterways. Using N-Serve® nitrogen stabilizer is a practical way corn growers can help protect the environment by helping to reduce the amount of N available for leaching and improve crop quality.