

WHAT IS AN EFR?

Farmobile is a leader in collecting LIVE agronomic and machine data from a mixed fleet and organizing it into viewable, shareable Electronic Field Records (EFRs).

An EFR is a complete, digital record of every machine pass (i.e. activity), which is automatically standardized and geospatially organized by field. Via the Farmobile DataEngineSM platform, EFRs can inform better and more timely recommendations, measure results and improve performance.

EFR FEATURES THAT ADD VALUE!



1. **Automatic** – Field-centric records are automatically generated by activity layer from the point-by-point, second-by-second data collected LIVE by the Farmobile PUCTM device.



2. **Standardized** – The Farmobile DataEngineSM platform organizes and standardizes your data so it can be viewed, shared and downloaded within 24 hours of field activity.



3. **Data Layers** – EFRs capture full-season results for as-planted, as-applied and as-harvested details by activities and field.

As-planted: Crop type, seed variety, average population and date/field

As-applied: Average rate, average pressure, droplet size, product used and date/field

As-harvested: Crop type, total production, average wet yield, average dry yield, average rate, average moisture and date/field



4. **Portable** – Simplify data management with immediately available EFRs (no more waiting for thumb drives). Export EFR data as .csv, .shp or .geoJSON files for use in software.



5. **Share** – Farmobile's permissioning system provides users with data control + on-demand sharing with ag advisors.



EFRS ADD VALUE TO FARMERS AND THEIR TRUSTED ADVISORS

The problem with the agronomic and machine data being collected by precision ag machines is, they all speak a different language!

To actually put data to work in software, it must be standardized. Farmobile removes the workload and time by automatically organizing PUC-collected data so it can be viewed and downloaded within 24 hours from the Farmobile DataEngineSM platform.

EFRs allow farmers and their precision ag advisors to import truly useful agronomic and machine data into software to:

- Make better recommendations
- Measure results
- Improve performance across machines and fields

HOW CAN EFRS BE USED TO BENEFIT YOUR OPERATION?

1. Get revenue opportunities (certify to monetize) via the Farmobile DataStoreSM (U.S. Patent Pending). EFRs can be certified in the Farmobile DataEngine platform.
2. Access data any time, any place to verify actual plant, spray or harvest field activity on the spot.
3. Check field performance with trusted advisors.
4. Use full-season EFRs to guide next year's input and machine purchases.
5. Look back at past EFRs to manage future decisions.
6. Simplify data management with immediately available EFRs (no more thumb drives).

Learn more at farmobile.com/new-features

