

Organisation

SoilEssentials was set up in 2000 with 2 business partners, both farmers, who were equally interested in creating useful, meaningful, practical and ultimately user friendly hardware and software based on sound agronomy practices. We now offer a range of services to private and public companies, NGO's and government bodies. Approximately 25 agronomists, engineers, crop modelers, software engineers and project managers server customers in 3 areas. Agronomic services cover taking and analyzing soil samples, scanning soil texture, cleaning and creating yield maps. The machine control division fit autosteering and variable rate control systems, build RTK correction service networks and telematic solutions, while the software group creates a range of whitebox, customizable web applications to enable agricultural companies to easily implement P.A. in their area.

Objective


SoilEssentials objective is to learn about the commercial opportunities for precision agriculture in South America and to connect with companies involved in agronomy advice, seed, fertilizer and agrochemical supply and precision agriculture. These organizations tend to have several agronomists or advisors who speak to farmers directly and who would like to be more involved with precision ag. We aim to supply a complete precision farming system to companies in this sector, comprising web and mobile software customized to individual company needs (url, logo's and applications), advice on the best precision agricultural strategy to deploy with support and training as needed by the local company to get them and their customers using precision agriculture in the most efficient and productive way possible.


Delegate

Jim Wilson, leading figure In Precision Agriculture, is both a farmer and the Managing Director of SoilEssentials Ltd. He has been running the family farm at Hilton of Fern in Angus, Scotland since the early eighties. A typical Scottish arable Farm, it has hugely variable land, both in terms of soil type and topography. In 1996 he began collating data collected from a variety of sensors and input sources which helped quantify in field spatial variability in both map and economic terms. This information, when demonstrated to local farmers was the starting point for a long journey into the world of Precision Agriculture. Over the years he has been an invited speaker at many conferences and congresses.



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