OUR Family doing business with YOUR family...
Our Operation

Nelson Family Farms
5000 Acre Farming Operation
Relationships and Innovation
Climate Corp Research Farm

Ag Solutions Group
Fertilizer/Sprayer Equipment
Kubota/Polaris
E-Commerce
MN, IA, MO, KS, NE

NFF Trucking
Commercial Trucking
Hauling for Ag Solutions Group
NFF Farm Hauling
Ag Solutions Group

Our Vision:

To be the Preferred “Niche” Ag Equipment Dealership in the Midwest.
Ag Solutions Group

Sprayer/Fertilizer/Seed/Precision Equipment Center

APACHE Sprayers
Miller Nitro
Ray-Man
NEW LEADER
Ag Leader Technology
CAPSTAN AG SYSTEMS, INC.

GVM
Brehmer
NEW HOLLAND AGRICULTURE
360YIELD CENTER

GEHL

SIMONSEN

BLU-JET
USC Seed Testing Solutions

Precision Planting
MonTag
The Changing Landscape of Ag...
Food     Fiber     Fuel
With Each Revolution comes change...

- Efficiencies
- Safer Food Source
- More Output
- Higher OUTPUT with Less INPUT
Mechanical Revolution
The Froelich Tractor

1892
NE Iowa
One Cylinder
Self Propelled
Forward and Reverse
3 MPH
Hybrid Seed Corn Revolution

Scientific development: Gregory Mendel 1860

Government Hybrid Experimentation 1920

Henry A. Wallace
First Commercial Hybrid 1923
“Cooper Cross”

The start of Hi-Bred Corn Company
Now known as Pioneer Seed Company

U.S. corn yields: A history of innovation

- 1906: First scientific research on genetic inheritance in corn
- 1921: First double-cross hybrid corn becomes widespread
- 1960s: Single-cross hybrid corn becomes widespread
- 1996: First genetically modified corn is commercialized
- 1980s: Research begins on marker-assisted breeding and gene insertion

Sources: USDA, Cargill analysis
Bio-Technology Revolution

Insect Resistant Corn
1988

Energy Policy Ag of 2005

Ethanol
Data

Algorithms

Analytics

Machine Learning

Algorithms
The Data Revolution

Yield = \( f( g, e, p ) + E \)

Solving the complex interactions that drive yield!
Every Decision Matters, Every Pass Matters.
Will there be a Conservation Revolution?
The Changing Landscape of Ag…

Large farms getting larger

It's about Technology

Lowest input dollars – Highest output yield
The Gap between **Profitable** and **Non-Profitable** Operations is widening at an alarming rate...

1. Ability of the producer to run it as a business, not as a *lifestyle*
2. Ability for producer(s) to become profitable in low margin environment
3. Affordability of Technology over more acres
4. It takes money to make money vs. equity burn
Obsolete

SEARS
dish
JCPenney
South Plains Telephone Cooperative

BLOCKBUSTER
RadioShack
TAXI

COOP
FARMERS BUSINESS NETWORK

Verizon
Amazon
Netflix

Disruptive

iTunes
UBER
Farm Equipment Trends

5 years later...
Accelerated Depreciation

Encouraged equipment purchases that my not have been necessary

= 

Newer lines of equipment are on the farm!
Fix and Repair vs. Buying New...
The Good News:

5 year old purchases

Leases are coming mature
Loan is paid off
Time to Update?
Used Market is Strong

- Keeping a reliable fleet
- Staying current with technology
- Not getting overloaded with high hour worn out equipment

Clean Condition
Low Hour
Remaining Warranty
“Survival of the Fittest”
“Defend and Protect”
“Making it to the other side”
“The strong will get even stronger”

At the End of the Day:
The Landscape of Ag will continue to change...