



Valley Insights[®]

powered by prospera

LOCATION:

Nielsen Ag, Inc.
Near Paul, Idaho,
In the Magic Valley Area

PROFILE:

Multi-generation family farm
Farmed acres vary – combination of
owned and rented land
Crops include potatoes, sugar beets,
malt barley, alfalfa and corn

EQUIPMENT:

- Approx. 20 pivots, depending on the year, including Valley[®] on their owned land, and other brands' pivots on rented land
- Also irrigate with some wheel lines and hand lines
- Valley 365[®] for connected crop management
- Water from Snake River and wells
- Valley Insights[®]

VISUAL DETECTION:

- Strips of crop under-watered due to incorrect nozzles or end gun programming errors
- Over-watered strips from end gun overlap
- Damaged crops

ACTION TAKEN:

- Changed sprinkler nozzles
- Adjusted end guns
- Made irrigation decisions based on data and alerts

RESULTS:

- Healthier crops
- Better yield
- Improved irrigation practices

Valley Insights[®] Improves Irrigation Practices for Healthier Crops

Adam Nielsen and his father Dean are the owners/operators of Nielsen Ag, Inc. They farm both owned and rented land, and depend heavily on irrigation to grow healthy crops, because the land in Magic Valley would be desert without it.

In fact, they consider irrigation to be the most important part of their farming operation. As Adam says, “My grandpa told me this a long time ago, and his dad told him: You can do a half job planting and a half job cultivating and a half job spraying and a half job of harvesting and you’ll still have half a crop. But if you do a half job irrigating you won’t have anything. I think that stands pretty true.”

With that in mind, the Niensens didn’t hesitate when their Valley dealer asked them to try Valley Insights.

“The Niensens are very good farmers,” says Dacx Duffin of The Sprinkler Shop in Paul. “Dean signed them up to do the trial for Valley Insights, and now Adam really loves it.”

Valley Insights uses imagery to determine crop health concerns related to irrigation and other factors. It does this by feeding the imagery into algorithms with artificial intelligence technology to detect anomalies, and then notifies the grower about what’s happening so they can take proper action, saving time and resources, and increasing profitability.



“IN FARMING, IF YOU’RE JUST AVERAGE, YOU’RE NOT GOING TO MAKE ANY MONEY. AVERAGE ISN’T GOOD ENOUGH. HAVING TOOLS LIKE VALLEY INSIGHTS WILL MAKE YOU BETTER AT WHAT YOU DO.”

Adam Nielsen

“THERE WAS A LOT OF FINE TUNING WE COULD DO WITH VALLEY 365® AS A RESULT OF THE ALERTS FROM VALLEY INSIGHTS. WE COULD REALLY TWEAK AND DO A BETTER JOB OF IRRIGATION.”

Adam Nielsen



Easy Adjustments Save Crops

Adam discusses all major decisions with his father, as he handles most of the irrigation in their operation. He said Valley Insights helped him with some unfamiliar ground.

“A lot of our pivots this year were on the potatoes on rented ground, and some of these farms we’d never farmed before,” he explains. “if you don’t understand the irrigation system 100 percent, it can cause problems. Right off the bat, we got a text that a pivot had an under-watering strip. We went out there and checked, and sure enough it had a smaller nozzle than it should have had.”

Changing a nozzle is a simple thing, but when it comes to sensitive cash crops like potatoes, it’s also serious business. Applying the proper amount of water consistently can be the difference between a healthy yield and crop failure.

As Adam puts it, “A potato has a memory, and if you do something bad to it, it remembers. And it reminds you of it toward the end of the year when it dies. You have to do a good job.”

Underwatering wasn’t the only issue the Niensens discovered through Valley Insights. They also received alerts that they were overwatering in some areas, especially where irrigation from end guns overlapped. Again, it was an easy fix, but a necessary one.

They kept up with the alerts they received from Valley Insights, and made continuous adjustments throughout the growing season.

“There was a lot of fine tuning we could do with Valley 365® as a result of the alerts from Valley Insights,” says Adam. “We could really tweak and do a better job of irrigation. Land is expensive, and we need to farm every drop of it. There were times I was getting a lot of texts from Valley Insights®, but I always took the time to look at it because I wanted to make sure it wasn’t saying there was an issue somewhere.”

Making A Good Farm Better

The Niensens aren’t ready to sit back and rest on their past successes; instead, they are already planning to use Valley Insights to keep improving their irrigation practices.

“In farming, if you’re just average, you’re not going to make any money,” he says. “Average isn’t good enough. Having tools like Valley Insights will make you better at what you do. You have to pay for power and water and everything else before you even start putting seed and fertilizer in there, so it’s worth it. When it comes to our potatoes and all our crops, we’ve got to do the best we can, because that’s what pays.”

