



AMERICAS QUALITY CROP NETWORK

Americrop

Capturing Hidden Value in Crops

Presenter:

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Executive Vice President



Americas Quality Crop Network

What Is Americrop?

- ◆ Internet system
- ◆ Database stores tested crop information
- ◆ Marketing system
- ◆ Education system
- ◆ Connects buyers with sellers



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Changing Markets

- ◆ From government to privatization
- ◆ Private market demands specialization
- ◆ Listen to our customers needs



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Identity Preserved System

- ◆ IP starts on the farm
- ◆ Each field is unique
- ◆ Varieties differ
- ◆ Standard US system needed



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Web Site Information

- ◆ [Home Page](#)
- ◆ [Getting Started](#)
- ◆ [Registration](#)
- ◆ [Personal Page](#)
- ◆ [Grain Sample Kit Info](#)



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Web Site Wheat Characteristics

- ◆ Wheat Characteristics
 - Grading Data Plus
 - Other Wheat Data
 - Single Kernel Characteristics
 - Flour Characteristics
 - Dough Characteristics
 - Baking Characteristics



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Self-educating Farmers

- ◆ Using Americrop database
- ◆ Awareness of crop value
- ◆ Command market vs. Accept market
- ◆ Commodity status of crops



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Americrop needs your input..

- ◆ Which characteristics?
- ◆ Which tests?
- ◆ Test groups?
- ◆ Amount of information?



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Contact Americrop

Americas Quality Crop Network

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“Competition will drive people to I.P. -- to know the quality of wheat before they get it. There is no bad crop out there, just a matter of getting it out to the right person at the right time.”

Bill Ferguson Americrop Board Member
South Dakota Wheat Commissioner