

## Q2 NEWSLETTER - April 2022



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### A Note from Director of Product and User Experience, Brian Glaeske

This spring marked the beginning of my 6th year here at FarmQA. What a ride it has been. When we started, we had an idea of who our customers were and what we hoped to accomplish. We didn't have much of a product, just a collection of prototypes and very few customers.



Fast-forward to today: our lowly Scouting app is becoming a full-featured mobile app and web-accessible platform that allows agronomists to scout, write recommendations, and view other great analytics.

As the person in charge of the UI/UX Design, I'm always looking for improvements to make to the UI -- whether to realize a better user flow through the product, refine the interaction, or tweak colors to make text or buttons more legible. I'll be looking at customer feedback and incoming usage metrics during the growing season. We triage this incoming information into buckets to be fixed immediately or deferred for the next growing season.

I'll be watching for your suggestions. Have a great #plant2022!  
Brian

## New Product Features Available NOW!

### [Recommendation Pricing](#)

Get cost estimates for your chemical recommendations by setting prices per unit for the chemical products in your FarmQA account. This means that when you apply a fertilizer, herbicide, or fungicide recommendation to a field or fields, we'll automatically calculate the cost of that recommendation to you or your growers based on your input cost.

Pictured below is an example of a Price recommendation for a 600-acre field with a price per unit of \$891/ton.

Products	Rate	Total	Price	Total price	Type
1 Urea	180 lbs / ac	55,85 T	\$891 / T	\$49,761	Fertilizer

Completed: 3/4/2022 4:55 PM

Created: 3/4/2022 4:55 PM

Completed: 3/4/2022 4:55 PM

Priority: Medium

Linked scouting reports

Link scouting reports

We've also made these enhancements:

- [Soil Test Import](#)  
Upload your soil test reports to your FarmQA account to create a digital library of your soil conditions over time.
- [Start a scouting report from previous](#)  
The Use previous report function in the FarmQA mobile app lets you automatically load the observations from the last scouting report you submitted for that field into the report you're working on.
- [Drive field boundaries](#)

Drive your field boundary and record your route as a field in your FarmQA mobile app.

- [Other mobile enhancements](#)  
Set planting dates and edit crop and variety assignments from the mobile app - even while offline.
- [Virtual Stations](#)  
Set up virtual weather stations that use our in-app weather service.



## FarmQA is now a Planet Partner

FarmQA customers can now license (nearly) daily satellite imagery from Planet on the fields of your choosing. No minimum purchase required. Get the latest daily images from Planet for a low price. [Email Ben](#) for details.

But wait, there's more! See our [blog](#) for all the details on these and other recent enhancements.

[Read Quarterly Update Blog](#)

**REMINDER**

### Keep Your Apps Up-To-Date

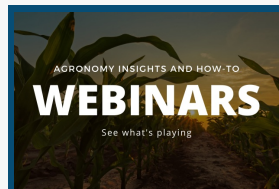
To ensure you're taking advantage of these and all the most current features, be sure to update your scouting and compaction applications to the latest version to insure compatibility.



### Q&A with the Rock-n-Roll Agronomist

Chemical shortages are on our minds this spring. We asked agronomist Jason Hanson of Rock-n-Roll Agronomy to answer a few common questions. Be sure to follow our [blog](#) for more.

- [Q&A - Glufosinate Shortage Issues](#)
- [Q&A - Glyphosate Shortage Issues](#)



### Webinar Schedule

We have two more webinars on the schedule and then we're going to let Ben take a little break and let all of you hit the field. Register at [farmqa.com/webinars](http://farmqa.com/webinars).

- [April 19 - Deliver Better Grower Service with the FarmQA Grower Portal](#)
- [April 26 - FarmQA Reporting Options \(i.e. How to get the professional report you want and your customers need\)](#)

Remember - ALL previous webinars are available on demand, including the most recent ["What's New in FarmQA"](#) (where we covered all these features).

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