

muddyboots by  **TELUS** Agriculture

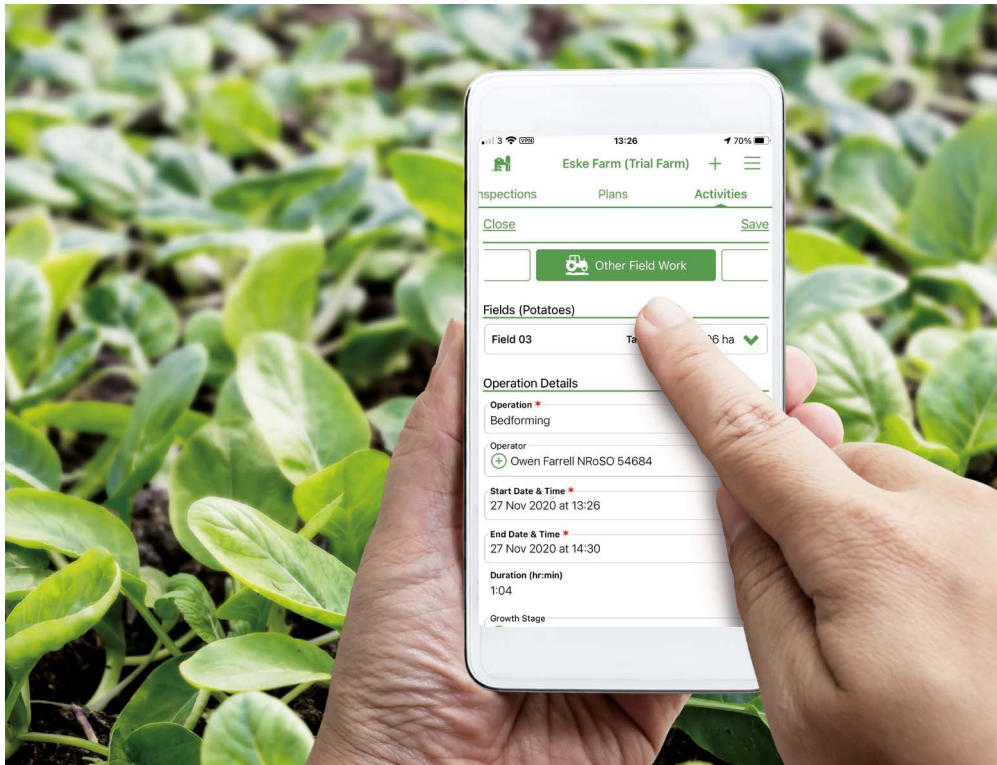
# Greenlight Farm Management

— Agronomists —



GREENLIGHT  
Farm Management

[muddyboots.com](https://muddyboots.com)



## Collaborate, ensure compliance, save time.

As an agronomist, using **Greenlight Farm Management** on the go can save time and enhance communication. It allows you to access, create and share cropping recommendations and farm records in real time, helping your clients make time-critical decisions for their operations.

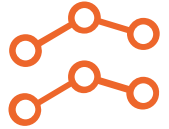
**Greenlight Farm Management** helps you manage every part of your agronomy business, be it providing day-to-day advice on pest and disease management or developing a complete seasonal ag-chem or fertiliser programme. Working either on or offline increases efficiency and helps you forge closer and more collaborative relationships with your clients. Integrated product ordering speeds up delivery and cost of production reports inform you of input spend at any point.

### Easy to use



Greenlight Farm Management is quick and easy to use. As a cloud based solution all your data is backed up and system updates are automatic. Using real time data with all reports easily downloaded, emailed or printed. For those moments when you need extra support, Muddy Boots have a full support team at your disposal who hold regular online training and webinars to ensure you're up to date and fully confident.

### Easy farm reporting



A full range of reports are available as standard including multi-site cropping, nutrient management, cost of production, crop rotation, product use and gross margin. Advanced Business Insights reporting can help you analyse your growers, benchmark their performance and optimise your business decisions.

### Share data with your growers



Save time and ensure accuracy by instantly sharing data between agronomist and grower. Connect with your client and enable them to confirm applications and manage their own activity so you can analyse progress. Use geo-located inspections to pinpoint pest and disease problem areas, so immediate action can be taken by your client.

### Work on the move



Waiting to go back to the office in order to write up your farm visit is now a thing of the past. Upload pictures of your findings and audit your recommendations, whilst walking the fields. Hit 'sync' to automatically update when you have internet signal.

### Direct product ordering



Ag-retailers can activate product ordering functionality, enabling them to assign price and pack size information to products and convert recommendations directly into product orders, speeding up delivery. Agronomists can use product ordering to place consolidated orders based on the recommendations made.

### Ensure compliance and reduce risk



Built-in audit and regulatory frameworks ensure your recommendations for ag-chem and fertilisers are compliant and that only approved products are applied. Reducing risk and ensuring crops are safe to market.



## What our clients say...



### How Cargill use Greenlight Farm Management to connect their agronomists across the country

Cargill provides food, agriculture, financial and industrial products and services to the world. Working with farmers, customers, governments and communities and with over 150,000 employees in 70 countries Cargill Inc. is now the largest privately held corporation in the US. Having identified a requirement to implement a new crop recording tool that could connect their team of agronomists and scouts across the country, Cargill Canada selected Greenlight Farm Management from Muddy Boots. Here Agronomy Project Advisor, Janel Delage describes how the software has helped significantly speed up the way their agronomists work, in and out of the field.

"Greenlight Farm Management has been leaps and bounds ahead of anything we've had historically and we've worked with a number of different software platforms" says Janel. "In the past our software systems allowed us to work offline then synchronise, however they were cumbersome, and difficult to make recommendations from. They had limitations that got in the way of wide spread adoption."

**"Inspections can take place in the field, and then recommendations and planning can be done back in the office, on the desktop."**

**"It was a really pleasant change moving onto Greenlight Farm Management; it has a lot of the functionality that we need and look for and it's really easy to use and access. In general it's been far superior to anything we've used before."**

Janel Delage, Agronomy Project Advisor

"When we enter the main season, when the agronomists spend much of their time in the fields, it's really useful to have the mobile version as we get a lot of field scouting done directly on their mobile device."

**"It is just so easy to use and one of the most exciting things is now having it on our iPhone. We all have our phones in our pockets, regardless of where we are, so we aren't having to carry any additional pieces of tech around with us."**

A lot of work went into improving the slickness of the new app, and Janel says that this can certainly be seen in the usability. "The process of going from field observations to creating a recommendation is so nice, it's so fluid, and it's a huge step up from where we've been in the past. Being able to do this for multiple fields, while out and about is going to save us a huge amount of time."

She concludes by saying that because Cargill agronomists are scouting customer's fields, one of the great things they're taking advantage of is the app's use of the phones GPS. "To be able to pinpoint specifically which field we're in and which spot we're inspecting and then to mark that inspection geographically is neat, it gives some added peace of mind, which is really important when you consider that growers are trusting us with their most valuable commodities."

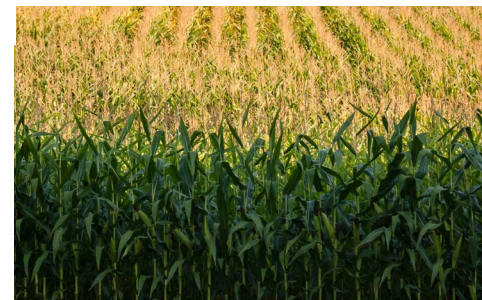
**"Greenlight Farm Management provides time savings through one time data entry, and cost savings through better efficiencies. If you are working more efficiently, you are less likely to miss out on opportunities to get your timings right. This gives us an edge in the marketplace. Because of our use of Greenlight Farm Management and MyFarm, farmers can see we have IT solutions in place for their data management, helping them make decisions that are right for their business"**

James Moldon, Head Of Technical Services, Frontier

### Frontier harnesses software to work more collaboratively with customers

Frontier Agriculture is a leading crop production and grain marketing business. Frontier works with a team of 130 agronomists and 80 farm traders to support a large customer base which generates masses of data. James Moldon, Head of Technical Services at Frontier discusses Greenlight Farm Management and how the system allows them to work more collaboratively with their customers.

"We currently use our own online system called Frontier MyFarm which incorporates all the divisions of Frontier. We looked to Muddy Boots' Greenlight Farm Management as the solution that allows us to become more interactive with our customers, and simplify the transfer of information between our agronomists, farmers and contractors. This system enables complete visibility of this process, which is vital to the way Frontier works."



"Because we deal with masses of data, farmers wanted a solution that enables them to easily obtain and record data, whether that is for budgeting purposes, traceability or simply sharing cropping information more efficiently. There are so many solutions out there that all perform different functions, but no other system works as well for our agronomists and their customers. We did look at other companies but none offered such simplicity."

The farmers benefit from this simplicity too, as the product has been designed for their use. Being web and app-based means they can use it in the field and access data with only one or two clicks. This easy access to data is particularly important during an audit, helping farmers to meet legal requirements and feel prepared.

"For Frontier, the speed at which we can move data in a two-way sync is also beneficial. It has always been one-way traffic until now. Farmers can now input data for the agronomists to use as well. This software also loops in the operators in the field, making it the first solution that is not designed only for the farmer and farm manager."



## More about Muddy Boots

### Our history

We began over 25 years ago developing software that enabled growers and agronomists to manage their farms out in the field. We very quickly moved up the supply chain and now provide software solutions to some of the largest fresh produce retailers and food brands across the globe. Ever since our early years, we have been pioneers in web-based supply chain software and today we continue to lead the way.

### We joined the TELUS family

In 2020 we became founding members of TELUS Agriculture, a new division of world-leading communications and information technology company TELUS. Together, we are on a mission to tackle one of the most significant social challenges of our generation, feeding the world. As well as improving the quality and safety of our food by creating solutions that seamlessly connect with other platforms and devices.

### Sustainability

TELUS Agriculture and Muddy Boots share a strong commitment to the agriculture and agri-food industries, helping to securely link the food value chain in order to feed the future and create better food outcomes. We are passionate about new technologies and working towards a more sustainable future that goes well beyond the farm gate. We believe our expertise, passion and know-how combined with a commitment to delivering outstanding service to our customers, will enable us to be the most trusted farm management and supply chain software platform in the marketplace.

## The trusted, independent global farm management solution for growers and agronomists, that puts you in control.

Greenlight Farm Management is continuously updated and improved with new features based on our users feedback. We offer free technical support to help you every step of the way, including regular online training and webinars, all included in your package.

Contact us today to discuss the best option to suit your business needs and to receive a free demonstration of the product. Or sign up for a 30 day free trial of Greenlight Farm Management below.

**Get in touch today to find out more about how our agronomy packages can benefit you.**

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**Start a free trial  
today by scanning  
the QR code**





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