

Retailer Fees

- SWAT MAPS services can be conducted indirectly with the customers of retailers and machinery dealers
- Farmers can hire a SWAT MAPS consultant to have fields mapped and SWAT MAPS zones made. After that process is finished, the farmer is free to work with whomever they want.
- Sales agronomists from retailers could then work directly with the farmer for soil sampling and agronomy advice.
- Consulting services for SWAT MAPS are not directly available for licensing to retailers or machinery dealers. This is because independent consultants have to remain impartial to retail product lines. Affiliations with products sales are not acceptable.

First Year Fees

First Cycle of SWAT VR	STEPS
MAPPING / ZONES	1 Field Data Collection: EC, elevation, OM layers
	2 Field Data Collection: clean/prep for development b \$0.25
	3 SWAT MAPS Zone and Layer Development c \$0.50
	4 Ground Truthing
	5 CropRecords Fee for SWAT MAPS Module a \$0.50
SAMPLING / PLANS	6 Soil Sampling - 5 Zones
	7 Soil Test Fees
	8 VR Reports / Fertility Plans / Advice
PRESCRIPTIONS / AGRONOMY	9 Prescriptions / On-Farm, Phone Controller Support
	10 SWAT Process and System Tools
	11 Post-Seeding On-Farm Agronomic Assessment
	12 Pre-Harvest On-Farm Agronomic Assessment

This first example is what a typical dealer or master dealer (service providers doing nearly all the work themselves) would pay. On step 5, the **a** on the right denotes the base \$0.50 per acre fee that everyone must pay. This is for the use of the SWAT MAPS Module that builds the zone maps. If an experienced master dealer was doing all the work – they would only pay \$0.50 per acre to CropRecords. NOTE: this is the only payment to CropRecords – all of the other work is done by SWAT MAPS staff at a master dealer. There are no discounts applied to CropRecords fees.

If a dealer did all the work but had SWAT MAPS staff do steps 2 and 3 then they would also pay the master dealer for **b** and **c**, an additional \$0.25 and \$0.50 per acre. This is common with early dealer start-ups. They have their hands full getting the main part of the service done and do not have experienced GIS staff in the early stages of business. An example of a western Canada complete price list is shown below. All of the step details were discussed in section 2.1 and the price list is setup to be an “ad lib” agreement between the partner and the SWAT MAPS team and dealers. All of these prices will vary by area depending on the size of fields and the complexity of operations (except step 5 - the CropRecords Fee).

First Cycle of VR	Steps	
MAPPING / ZONES	1 Field Data Collection: EC, elevation, OM layers	\$ 5.95
	2 Field Data Collection: clean/prep for development	\$ 0.25
	3 SWAT MAPS Zone and Layer Development	\$ 0.50
	4 Ground Truthing	\$ 0.17
	5 CropRecords Fee for SWAT MAPS Module (<u>No discounts</u>)	\$ 0.50
SAMPLING / PLANS	6 Soil Sampling - 5 Zones	\$ 1.75
	7 Soil Test Fees (140ac min / standard test / 1 depth)	\$ 1.13
	8 VR Reports / Fertility Plans / Advice	\$ 0.50
PRESCRIPTIONS / AGRONOMY	9 Prescriptions / On-Farm, Phone Controller Support	\$ 0.50
	10 SWAT Process and System Tools	\$ 0.25
	11 Post-Seeding On-Farm Agronomic Assessment	\$ 0.25
	12 Pre-Harvest On-Farm Agronomic Assessment	\$ 0.25
Total Standard Fee		\$ 12.00

For example, the entire job of “Mapping / Zones” in steps 1 to 5 could be done as custom work for you and you do the rest. Or perhaps you don’t want to write any prescription files and you add step 9 to the list that is done as custom work for you.

If the partner was just a single consultant who wasn’t interested in investing in any of the equipment and adding staff then a SWAT MAPS dealer could do all of the steps except Steps 8, 11 and 12 which are the primary agronomist advice steps. The options are open for every business model.

As discussed, significant interaction can occur between partners whether they are dealers, consultants or SWAT MAPS staff. Everyone’s strengths can be empowered to deliver the service.

If significant custom work is being conducted discounts are typically available. An example of a discount structure from 5-25% off is shown in section 10.1.

Annual Fees

Once the first year is complete, the cycle begins again at soil sampling after harvest. Similar to the first year, any service can be done custom work or completely by the partner.

The only fees for subsequent years are the CropRecords Fee for SWAT MAPS technology shown as **d** at \$0.10 per acre in the spring invoicing cycle and \$0.10 per acre in the fall invoicing cycle.

All other fees for services need to be completed by you, or another partner, or with the SWAT MAPS team.

Subsequent Years Fees		
SAMPLING / PLANS	6 Soil Sampling - 5 Zones	\$ 1.75
	7 Soil Test Fees	\$ 0.80
	8 VR Reports / Fertility Plans / Advice	\$ 0.50
	CropRecords Fee for SWATMAPS Technology d	\$ 0.10
PRESCRIPTIONS / AGRONOMY	9 Prescriptions / Controller Support (phone)	\$ 0.50
	10 SWAT Process and System Tools	\$ 0.25
	11 Farm Trip 1 Agronomic Assessment	\$ 0.25
	12 Farm Trip 2 Agronomic Assessment	\$ 0.25
	CropRecords Fee for SWATMAPS Technology d	\$ 0.10
Total Standard Fee		\$ 4.50