

CAN WE JUSTIFY THE COST OF SITE-SPECIFIC MANAGEMENT?

Steve Tupa¹

Abstract

Why is Site Specific Management the talk of the trade? Why is everybody trying to make it work? Very simply, it's called Information Management. For many years we have used experience and testing to give sound agronomic advice to growers. Today we have the luxury of technology to aid us in this. How we use it and how it will pay off are questions to be addressed.

¹Regional Sales Manager, Agchem, Dassel, MN