Phil Gurley and one of his high-acreage Veris EC systems.

In blazing heat and in bitter cold, Phil Gurley was unremitting when it came to his Veris mapping. For 37 consecutive months, until an exceedingly wet March broke the string, Phil didn’t miss an opportunity to map soil EC with his Veris 3150. But who could blame him? It’s in his blood; Phil’s father, whom Phil refers to as a walking soil book, did soil surveying in Missouri over 40 years ago. The love of soil is rooted in the family. Phil has been working in precision ag for over 12 years; the last four have been as Precision Ag Specialist at Crop Production Services (CPS) in Portageville, MO. Prior to CPS Phil worked for his dad at Gurley Precision Ag, where he bought his first Veris in 2007. Since 2008 Phil and a co-worker have covered more than 150,000 acres with their two Veris units. Phil admits that before Veris he “grid sampled like a mad man”. He chose to use Veris soil EC mapping because he found he was missing things in his grid sampling. “Once zones are established, you can do variable rate seeding, nitrogen and other fertility and pesticide applications.” Many of Phil’s customers are using EC data for site-specific P and K applications, along with nitrogen and lime inputs. Phil reports that the response to the Veris soil EC sensor has been amazing; because “the growers can look at the map and it matches the farm or field as the grower knows it—much better than a grid or anything else.” When Phil showed one of his first EC maps to a large corn and cotton grower, the grower looked at the map, immediately pointed and exclaimed, “I know that spot!” Phil realized the map was identifying important areas, and providing a specific GPS address for those areas. Along with Veris mapping, CPS offers just about everything when it comes to precision ag. They process yield data, calibrate rate applicators, and do application. “In the precision world growers always have something to tweak here and there, but we can do it all”, Phil says. “Everybody has their own way they want it done.” With their Veris 3150’s and loads of expertise, CPS and Phil Gurley can do precision ag precisely the way their customers want it done.
Organic Matter matters...
3 Sensors...1Pass...3Maps: The MSP3 is One Incredible Machine!

Veris Technologies introduces the MSP3, a Mobile Sensor Platform that combines three soil sensors into one machine—simultaneously mapping three critical soil properties on-the-go.

Map soil texture using soil electrical conductivity and produce precise maps of the soil variability in your fields. Soil texture is a critical factor in water and nutrient holding capacity.

Map organic matter with an optical sensor operating underneath crop residue and the soil surface. Soil OM relates closely to productivity, and is an excellent map for variable rate population and nitrogen.

On-the-go pH mapping uses pH electrodes to measure 5-10 pH samples per an acre. Precision lime applications using pH maps from the MSP3 are more accurate than grid sampling.

Customers can order their Veris system with all three sensors, or choose EC now and add OM or pH later.

Think Your Soil Mapping Window is Small?

Try telling that to Jason Fussy with Centrol Crop Consulting in Marshall, MN who in the past 5 years has mapped 50,000 acres with his Veris 3150. This past fall he started mapping in late September and by early November had covered 11,000 acres—in the northern cornbelt. It was not uncommon for Jason and Centrol to see days where they mapped 500 acres. With dry soil conditions, Jason was initially concerned that the maps might not have the data quality he demands. He reports that the Veris 3150 performed well and generated clear, detailed maps.

Centrol Crop Consulting was started by area co-ops as a scouting company, and since 1979 it has been offering ag consulting service as independent providers. Jason was eager to start working for Centrol. He notes “It’s a good company to work for, with many cutting edge opportunities in the advancement of agriculture.” Indeed, Centrol is innovative; providing other services such as satellite imaging, yield mapping, tile mapping, fertilizer, and seed prescriptions. Jason and Centrol are providing Veris EC maps for growers to enhance their fertilizer efficiency. Centrol also has a few customers dabbling in usage of the Veris maps for fungicide application on sugar beets. Jason says “customers have a very good response and the interest continues to grow”. Some of this growth is aided by the fact that many local co-ops now own multi-blend applicators, which allows growers and consultants to utilize their Veris maps with multiple nutrients. Jason sees the grower demand for precise soil maps continuing, and plans for another 10,000 acres of Veris EC mapping in 2012.

Think Your Soil Mapping Window is Small?
Veris Helps Denmark Go Green

For years, Denmark has been going green, and not just in their environmental endeavors. They’re even painting their Veris green! For the past three years, Maria Knadel in the Department of Agroecology at Aarhus University has been using the Veris Vis-NIR spectrophotometer to help measure the amount of carbon in agricultural soils. Using the Vis-NIR in a P4000 probe and MSP shank unit, they are characterizing and mapping Danish agriculture soils. Denmark is employing Article 3.4 of the Kyoto Protocol. This includes agriculture and forestry in carbon stock changes. Maria mentions, “In order to monitor changes in soil organic carbon pools, intensive and reliable mapping is required.”

Maria and the Department of Agroecology have used the Veris Vis-NIR to map 6 fields and have also measured 200 samples in the laboratory. By utilizing sensor fusion, the Veris equipment has shown good results of soil organic carbon (SOC) mapping. Maria states that the, “Mobile Vis-NIR measurements captured more of the spatial variation in SOC compared to conventional soil sampling.” She reports her findings in Knadel, M., Thomsen, A. and Greve, M.H., 2011. Multisensor On-The-Go Mapping of Soil Organic Carbon Content. Soil Science Society of America Journal, 75(5): 1799-1806.

By using her green Veris Vis-NIR system, Maria is an important part of Denmark’s initiative to help keep the planet healthy and green.
SOIL MATTERS

...it’s at the root of everything you grow.

Top Production at Crop Production Services

Veris Helps Denmark Go Green

3 Sensors. 1 Pass. 3 Maps.

Think Your Soil Mapping Window Is Small