



Vol. 102, No. 7

801 N. Country Fair Drive, Suite A, Champaign, IL 61821

July, 2024



From Field To Market: How Technology Can Help Farmers Achieve Sustainable Success And Profitability

A local pioneering deep-tech company named DigiFarmz helps the agricultural industry through a multifaceted approach. Their mission is to enhance yield, profitability, and farm longevity by leveraging advanced data generation and predictive modeling.

DigiFarmz integrates various systems and sensors, consolidating data to increase decision accuracy. They partner with other technological solutions in the market, building an ecosystem that facilitates use for the end customer and improves productivity and profitability. Soil sensors, drone imagery, canopy cameras, yield maps, and other data types are all integrated to provide a complete and efficient solution.

Their digital ecosystem helps combine application technology, biotechnology, plantability, chemicals, and fertilizers, optimizing all these elements for each agricultural reality. The focus is on increasing yield, profitability, sustainability, and connecting farmers with the new agricultural market.

With offices in Peoria and Champaign and pilots and field trials in Indiana and Tennessee, DigiFarmz utilizes science, data,

and practical field experience to tackle the challenge of increasing yield in low-margin scenarios.

Alex Chequim describes the three waves that DigiFarmz is looking to grow and assist farmers.

1. Smart Agronomic Recommendations: We provide cutting-edge decision support for farmers, focusing on plant health, genetics, and nutritional management. We consider fifty-two parameters, including diseases, pests, insects, nematodes, irrigation, and fertilizers. Our robust SaaS platform uses over twenty years of proprietary data and integrates data from various other sources, offering precise guidance to optimize cultivation practices.

2. Risk Mitigation Scores: We are developing advanced risk mitigation scores that allow users to obtain favorable credit and insurance conditions, as well as sustainability-related bonuses. This innovative layer helps mitigate risks associated with agricultural decisions and operations, providing cashback and lower rates through strategic partnerships.

3. Market Access Facilitation: DigiFarmz aims to bridge the gap between growers and qualified consumer markets (CPGs), meeting specific demands such as high-protein soybeans. Our guidance ensures farmers meet stringent market requirements, backed by comprehensive guidance and traceability, and through integration with other technologies.

DigiFarmz has generated data and constructed predictive models to assist in decision-making in row crops, operating in the United States, Brazil, and Paraguay. These efforts have helped increase yield, profitability, and sustainability in the field as well as providing the farmer with a tool to assist them with making on farm decisions.

DigiFarmz offers Smart Agronomic Recommendations, assisting farmers, farm managers, cooperatives, and distributors in

positioning products and resources in an increasingly complex market. They use robust modeling to optimize decision-making, integrating data from various sources such as soil sensors, weather satellites and stations, drone imagery, and yield maps.

A key differentiator is their preventive and predictive disease management, as diseases cause pre-symptomatic damage that cannot be managed by scouting. Effective management requires understanding the best combination of elements based on genetics, climate, planting dates, and other factors.

DigiFarmz has extensive experience in this area. For example, in Brazil, fungicide applications increased from one to an average of six. In the U.S., fungicide applications have also increased and have shown important results, with up to three applications providing ROI and higher yields. Our integrated management approach considers the impact of genetics and correlates various factors to optimize solutions.

There is no one-size-fits-all



pesticide; the best results come from combining available products based on genetics, locations (altitude, latitude, and longitude), market factors, climate changes, and operational challenges. This comprehensive approach is essential for effective disease management and increased yield.

One of its products is DigiFarmz Linkage, which was designed to revolutionize relationships between ag distributors, cooperatives, and farmers. The platform provides numerous benefits, including strategic decision-making, business intelligence tools, real-time application monitoring, and precise product utilization data. These features enable ag distributors and cooperatives to generate additional revenue, reduce sales team turnover, increase business volume, and empower sales representatives with technical and agronomic support. Additionally, the platform offers tailored

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Send address changes to: CCFB News, 801 N. Country Fair Dr., Champaign, IL 61821

CHAMPAIGN COUNTY FARM BUREAU
MEMBERSHIP APPRECIATION
Picnic

AUGUST 11, 2024 • 4PM-7PM
AT HUDSON FARMS
 1341 County Rd 1800 E, Urbana, IL 61802

ICE CREAM • INFLATABLES • OUTDOOR ACTIVITIES
No charge to the member or their family for dinner!

RSVP TO THE OFFICE BY JULY 31 BY CALLING OR SCANNING THE QR CODE.

July Report



Doug Downs, CCFB President

President, Doug Downs

The days are finally getting shorter. Not something I would have said when I was younger, let alone get excited about. It gives me a chance to reflect on everything that's happened this spring. And what a whirlwind spring it was. It could have been worse, has been worse, and probably will be way worse in the future. From someone who is "solar powered" like me (I work as long as the sun is shining) the shortening days are a reminder that there's a lot to get ready for before harvest...which is right around the corner.

I was pleasantly surprised to have a member stop me the other day and said he always reads my article. I wasn't sure anyone read it. But it's nice to know you do. We are currently discussing the future direction of this monthly publication. The costs associated are getting very high, but we are looking at other ways of offsetting that cost. We are also looking at other delivery methods such as electronic versions. We welcome your feedback and encourage you to contact the office with your feedback.

If you are currently getting this newsletter and are NOT getting the Monday morning email update, please call the office to get your name on the list. That Monday morning update is full of content and has electronic links to many other things with just the click or tap of a button. Plus it's fresh news. Don't miss it. If you're skimming over it, I challenge you to take the time to open it every Monday and read through it. I promise you there is something in there you are interested in or news you need to know and you don't want to miss it.

Please check out the calendar for the meetings we have scheduled the rest of the summer. A lot of valuable information will be available with a chance to ask some very knowledgeable people questions regarding a lot of hot topics facing all of us. Plus you may get a better grasp on things you may not know a lot about, but always wanted to. It's one more way your farm bureau membership equates to real value.

Doug Downs
CCFB President

Prime Timers Meeting

July 11, 2024

Speaker

Dave Newcomb, Illinois Fire Service Institute

Entertainment

Kathy Brake

\$8 per person/Fried Chicken Buffet

No Walk-Ins

Call to reserve your spot by July 8

CCFB Office - 217-352-5235

Women's Committee

The Champaign County Farm Bureau Women's Committee is open to all women interested in agriculture.

Calendar of Events

***July 8, 2024 - 9:30 a.m. Regular Meeting at CCFB Auditorium**

Speaker - Pat Cain, Archives Manager, Champaign County Historical Archives at the Urbana Free Library.

***July 30th, 2024 - 9 a.m.**

Sewing for Charity at CCFB Auditorium.

CCFB Calendar of Events

July 2024

July 4-5	Office Closed - Holiday	
July 8	Women's Committee	9:30 a.m.
July 9	Landowner's Meeting	6:30 p.m.
July 11	Prime Timers	10 a.m.
July 15	Solar & Wind Meeting	6:30 p.m.
July 17	AgriLink @ Birkey's	TBA
July 18	Full Board	6:30 p.m.
July 23	Governmental Affairs	7:30 a.m.
July 24	Toolshed Meetings	
July 27	Medical Students Ag Tours	
July 30	Burger Bash, Penfield @ Gordy Hedrick's	6:30 p.m.

August 2024

August 1	CCFB Foundation Golf Outing	
August 6	Marketing Meeting	6:30 p.m.
August 8	Prime Timers	10:30 a.m.
August 11	CCFB Annual Picnic	4 p.m.
August 12	Women's Committee	9:30 a.m.
August 15	Full Board	6:30 p.m.

TOOLSHED MEETINGS

COMING SOON - July 24

8 am- Mahomet	Afternoon Meeting - Tolono
Robin Cruse's house	Brian Meharry's House
478 County Road 2675 N	1264 County Road 700 N
Mahomet, IL 61853	Tolono, IL 61880

COMMUNICATIONS SURVEY

Please take a few moments to fill out this survey. One lucky person will win a \$100 gift card to a restaurant of their choice!



2024 CCFB Trip Dates, Deadlines & Information

Questions? Call the Champaign County Farm Bureau at 217-352-5235.

Wednesday, August 14, 2024 (Matinee)

NOTE- Performance Change, Dates & Times remain the same.

The Bikinis - A New Musical Beach Party! CIRCA '21 Dinner Playhouse – Rock Island, IL



Everyone's favorite girl group from the sixties, THE BIKINIS – or “The Jersey Girls,” as they're affectionately called – are back together after 20 years, bringing back the sun, fun and all the great songs they sang down on the boardwalk at the Jersey Shore. THE BIKINIS relive their heyday and beyond, beginning the summer of 1964, the night these four inseparable friends won the Belmar Beach Talent Contest. THE BIKINIS is a nonstop celebration of song filled with hits such as “It's In His Kiss,” “Yellow Polka Dot Bikini,” “Under The Boardwalk,” “I Will Survive,” “It's Raining Men,” and many more!

Price Per Person: \$120

Deadline to Register or cancel reservation: July 10

Thursday, September 26, 2024 (Matinee)

Million Dollar Quartet Beef & Boards Dinner Theatre – Indianapolis, IN



On December 4, 1956, an extraordinary twist of fate brought Johnny Cash, Jerry Lee Lewis,

Carl Perkins and Elvis Presley together at Sun Records in Memphis for what would be one of the greatest jam sessions ever. Million Dollar Quartet bring that legendary December night to life featuring an incredible score performed live onstage, including: “Blue Suede Shoes”, “Fever”, “Walk the Line”, “Sixteen Tons”, “Who Do You Love”, “That's All Right”, “Folsom Prison Blues”, “Whole Lotta Shakin' Goin' On”, “Hound Dog”and more.

Price Per Person: \$120

Deadline to Register or cancel reservation: August 23

Wednesday, December 4, 2024 (Matinee)



Miracle on 34th Street Harmony Theatre – Hillsboro, IN

A holiday classic from the writer of the musical theatre classic, *The Music Man!*, and based on the movie of the same name, *Miracle on 34th Street* features a book and score by none other than Meredith Willson. Single mother, Doris Walker, doesn't want her six-year-old Susan's head filled with romantic notions. Their neighbor, Fred Gailey, tries to woo Doris by charming Susan and taking her to see Santa Claus at Macy's, where Doris works. Doris is not impressed, but when it turns out that Macy's Santa may, in fact, be the real Kris Kringle, a wave of love spreads across New York City that melts even the most cynical hearts. Filled with humor, spectacle and such beloved songs as “Pinecones and Hollyberries,” “It's Beginning to Look a Lot Like Christmas” and “My State, My Kansas,” this joyous, heartwarming musical is pure family entertainment, wholesome without being cloying. *Miracle on 34th Street The Musical* is the perfect holiday treat for everyone.

Price Per Person: \$120

Deadline to Register or cancel reservation: October 28



Curtis Orchard located at 3902 S. Duncan Road, Champaign, IL.

WIND AND Solar MEETING

MON JULY 15 | 6:30 PM

CHAMPAIGN CFB AUDITORIUM

RSVP
217-352-5235 or @ lucas@ccfarmbureau.com

BILL BODINE
Director of Business & Regulatory Affairs
Illinois Farm Bureau

NOELLE NEFF
Assistant Director of Energy
Illinois Farm Bureau

GARRET THALGOTT
Assistant General Counsel
Illinois Farm Bureau

S P E A K E R S

SAVE THIS DATE

AG ACTIVITY DAY AT CURTIS ORCHARD SEPTEMBER 21ST 10AM-2PM



Mark your calendar for some family fun and ag learning with the Champaign County Farm Bureau Women's Committee at Curtis Orchard in Champaign.

Bring your kids and/or grandkids (ages 3-8 years old) from 10 a.m. to 2 p.m. September 21st, and join us in the Poppy Field Pavilion, just across from the pony rides and next to the Putt and Play area. Look for signs & balloons directing you.

The kids will earn tokens for a Pony Ride, the Corn Maze, Emerald City Rope Maze, Tractor Tour, Pumpkin Jumping Pad and even more when they complete some fun ag learning activities.

More details will be shared in the August newsletter. Hope to see you there!



Join us in 2024 for ag activities and fun for the entire family!



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COUNTRY Financial
Agency Manager



Rhonda Wagner
Administrative Assistant
Champaign Agency



Dan Punkay
217-328-0023



Bret Kroencke
217-359-9391



Keith Garrett
217-485-3010



Kolby Jackson
217-586-5030



Austin Beaty
217-352-2652

How To Get Your Car Ready For A Road Trip

by Carrie Skogsberg @ countryfinancial.com

Are you and your family planning to hit the open road for an adventure? Whether you're driving a few towns away or across the country, it's a good idea to make sure your car is in tip-top shape. Performing a little car maintenance and preparing an emergency kit for your car can help save time, money and potential headaches on the road.



Chris Greenwold
217-355-8675

Here's how to get your car ready for a road trip.

Car maintenance checklist

- Check the condition and air pressure in your tires
- Test your wipers and wiper fluid
- Make sure your headlights and taillights are working
- Change your oil and filter
- Prepare your emergency car kit



Robert Lalumendier
217-352-3341



Jordan McDaniel
217-352-9817

What to put in a car emergency kit

- Spare tire, tire iron and car jack
- Spare car key
- Spark plugs
- Owner's manual, vehicle registration and insurance cards (Pro tip: **Download the COUNTRY Financial mobile app** to access your insurance card and roadside assistance info)
- Tow rope
- Blankets and an extra coat



Steve Derry
217-352-2655



Barry Karuzis
217-352-4555

Consider Roadside Assistance Coverage

Talk to your insurance agent about adding **roadside assistance coverage** to your car insurance. Roadside assistance reimburses you for the cost of road trip mishaps like flat tires, towing and locksmith services.

Stay safe and alert on the road

- Use cruise control – steady speeds will help your gas mileage
- If you're tired, pull over and rest. Don't try to muscle through with caffeine!
- Put down your phone. Never text and drive and use hands-free when making calls.



Andrew Deedrich
217-359-3941



Tanna Suits
217-892-4479

Check on your car insurance coverage

If things go wrong, your COUNTRY Financial car insurance is there to help get you back on the road again. Learn more about what car insurance covers and how to file a car insurance claim.



Tony Wesselman
217-352-3466



Scott Jackson
217-359-9335



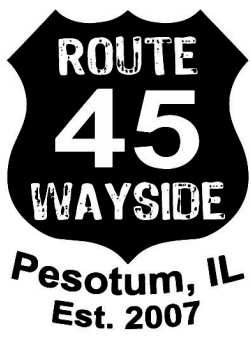
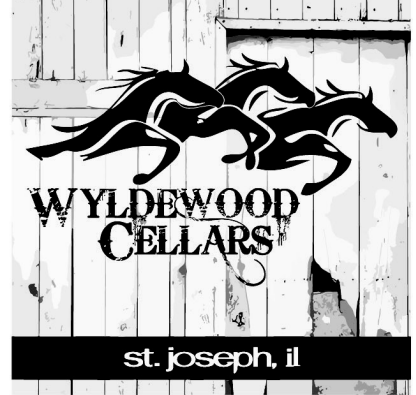
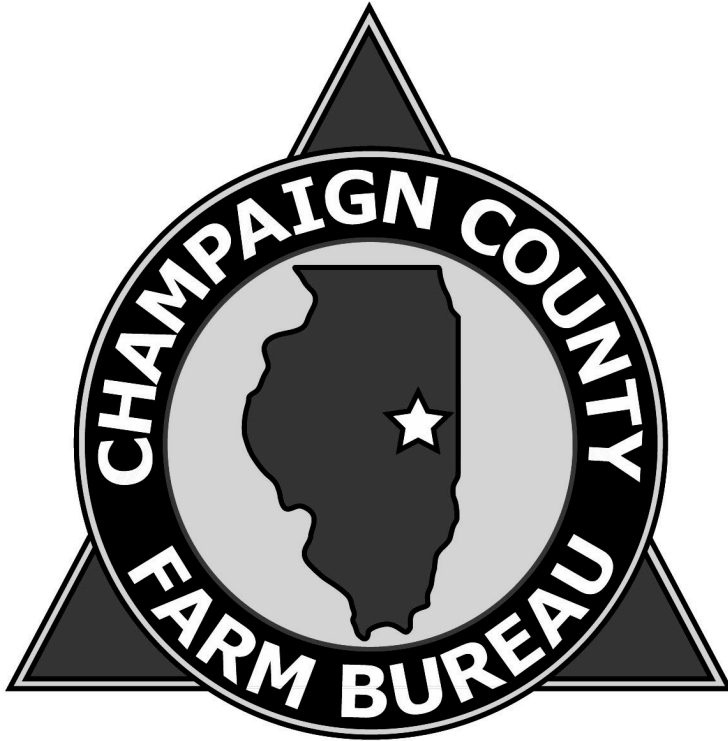
Tim Bridges
217-586-6170



Dawn Babb
217-892-4479



Tim Osterbur
217-469-2033



Josephine and Her Dishwashing Machine

Illinois inventor responsible for everyday luxury

On the occasion that the dishwasher is full before supper, we will dine on paper plates. I avoid generating dirty dishes that exceed the dishwasher's capacity like I avoid snakes. I have a phobia for both.

We run our dishwasher daily. Sometimes twice a day when our daughter has a big job for her home-based bakery business. The appliance brings order to life. The machine spares our family excessive time and water at the kitchen sink. It sanitizes forks and spoons, dries glasses without spots and handles greasy cookware better than humans.

Some people find hand-washing dishes therapeutic. I find it dreadful and rather gain immense satisfaction from strategically filling the dishwasher as full as possible, starting it every night and emptying it every morning. A single night of forgetting to start the dishwasher disrupts the kitchen's flow and my mental state the next day.

Thank you, Josephine Cochrane, who invented an appliance I can't live without. Through Illinois Farm Bureau's Ag in the Classroom program, I learned that this female entrepreneur from Shelbyville, Illinois, invented and marketed the first commercially successful dishwashing machine. The children's book "Josephine and Her Dishwashing Machine" by Kate Hannigan tells the story of Josephine, who wanted a way to wash her fine china for entertaining guests while avoiding the time and chipping that came with handwashing.

Her dishwashing machine was patented in 1886 and won an award for design and durability at the 1893 Chicago World's Fair. Restaurants and hotels were early customers, but she died before the appliance gained ground at the consumer level in the 1950s when homes could supply the hot water that the machine demanded.



Nearly 140 years since her patent, my husband has installed several dishwashers, and I prioritize the dishwasher-safe symbol on any new cookware purchase. Cake-decorating tips exit spotless from the top rack. Skillets and stockpots fit well in the bottom, and the capacity has only improved. Two racks of our three-rack model fit 6-quart bowls from stand mixers.

Unfortunately, not all items rate dishwasher safe. Aluminum baking sheets discolor in the dishwasher. Food processor containers melt and misshapen. And rain gauges lose their numbers (I just wanted the grime out of the bottom). But the appliance earns an A+ for removing filth rings from flower vases and preparing label-less peanut butter jars for recycling.

About the author: Joanie Stiers farms with her family in west-central Illinois, where they grow corn, soybeans, wheat, hay and cover crops and raise beef cattle, backyard chickens and farm kids.

Continue from Technology, page 1

and customized agronomic recommendations, improving the reach and accuracy of services provided to farmers and building stronger trust relationships through reliable data and enhanced support.

Another relevant solution is the DRMS (DigiFarmz Risk Mitigation Score), which allows their clients and partners to obtain credit and crop insurance with more favorable conditions. This business model is already in operation in Brazil and ready to be implemented in the United States, offering benefits such as cashback and lower interest rates. They are seeking

partners who share this vision of innovation and wish to collaborate in developing this additional risk mitigation layer.

In the third phase of their growth, DigiFarmz will act as a connection layer between the producer market and the qualified consumer market (specialty row crops), meeting specific demands such as soybeans with higher protein content. The platform provides the necessary guidance for users to be eligible for new revenue streams and specific offers, ensuring traceability through integrations and satellite imagery. The guidance provided by DigiFarmz helps to define the best combination of elements, such as genetics, inputs, and management, to optimize cultivation and meet market requirements.

They consider sustainable and productive agriculture an essential part of our mission. This includes carbon credits and other opportunities that farmers, dealerships, and farm managers should explore. They offer solutions that help integrate these new concepts into daily agricultural operations, contributing to sustainability and efficiency.

Learn more about DigiFarmz and how they can help transform agricultural operations with advanced technology and integrated solutions. They are also constantly searching for strategic partnerships that can contribute to their mission of transforming agriculture with cutting-edge technology.



How to Celebrate UV Safety Awareness Month

1. Wear Sunglasses

Protect your eyes from the sun's harmful UV rays by wearing sunglasses whenever you're outside. Look for sunglasses that have UVA and UVB protection.

2. Apply Sunscreen

Make sure to apply sunscreen with an SPF of at least 15 to all exposed skin. Reapply every two hours and after swimming or sweating.

3. Check the UV Index

The UV Index is a measure of the strength of the sun's UV radiation at a particular location. Check the index before heading out and if it's high, take extra precautions.

4. Wear Protective Clothing

Cover up with protective clothing such as wide brimmed hats, loose fitting long sleeve shirts, and pants when possible. Tightly woven fabrics are best at blocking UV rays.

Why UV Safety Awareness Month is Important

A. UV rays can be damaging

Exposure to the sun's UV rays can have serious long-term effects, including premature aging of the skin and a higher risk of skin cancer. It's important to be aware of these dangers so we can take steps to protect ourselves from excessive sun exposure.

B. Protection is necessary

It's important to wear protective clothing and sunscreen when out and about in the sun, even on cloudy days. Make sure you read labels to check that your sunscreen offers broad spectrum protection against both UVA and UVB rays!

C. Limit Sun Exposure when possible

Try to stay in the shade as much as possible during peak UV radiation hours (i.e. 10 am - 4 pm). Wear a wide brimmed hat if you are going to be outdoors for an extended period of time and remember to reapply sunscreen often!

CHAMPAIGN COUNTY FARM BUREAU NEWS

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Hours: Monday - Friday
8 a.m. to 4:30 p.m.

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Contact us at (217) 352-5235
www.ccfarmbureau.com



AgriLink



WOMEN'S COMMITTEE RECIPE OF THE MONTH

Submitted by Tina Hughes

Corn Casserole

Ingredients

- 2 cans whole kernel corn (juice and all)
- 2 cans creamed corn
- 1 large jar Cheese Whiz
- 2 cups dry macaroni

Preparation

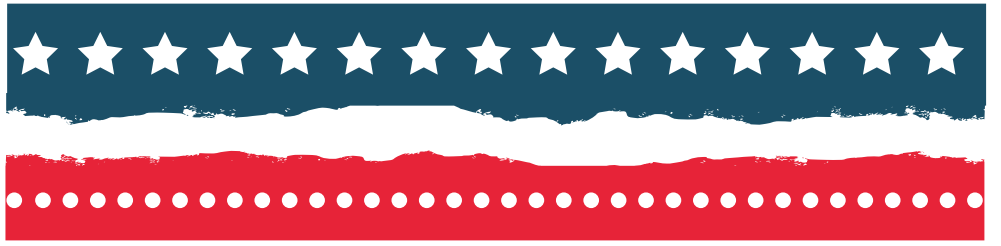
Combine all ingredients and bake for 1 hour at 350 degrees. May be put in a crockpot.



Independence Day

JULY 4

Mocktails and Mental Health



LANDOWNER 101

JULY 9, 2024 | 6:30 P.M. | CCFB AUDITORIUM

SPEAKERS:



Kyle Emkes
Attorney



Greg Johnson
TGM



Steve Stierwalt
Champaign County
Soil and Water

TOPICS:

- **Contracts** - What needs to be in them, What to look out for, Variety of contracts available
- **Soil quality** - Why it matters to landowners, not just farmers
- **Marketing** - Best ways to market grain

RSVP: lucas@ccfarmbureau.com or 2173525235



PEACH PROGRAM

with Rendleman Orchards

\$40 25 lb box

\$9 Old-Fashioned Cobbler Mix

\$9 Peach Crisp Mix

Call 217-352-5235 to place your order by August 12th
Payment is due upon placement of order

Pick up will be around August 21st - CCFB will call and notify customers a week in advance of pickup. MUST pickup on delivery day!