



Smarter Nitrogen & Irrigation Management

Supporting Nebraska Producers for a More Profitable &
Sustainable Future

A Longstanding Commitment to Water Management

Nebraska's NRDs have collected crop and water use data from producers for decades.

NRDs also have a long history of groundwater monitoring for quantity and quality

Long-term concern: rising nitrate concentrations in groundwater

While this data has guided NRD decisions and policies, it wasn't always accessible for producers.

Connecting the Dots: From Data to Insights



NRDs observed a clear pattern in crop report data:

Overapplication of nitrogen fertilizer was common

Groundwater in high-application areas showed elevated nitrate levels



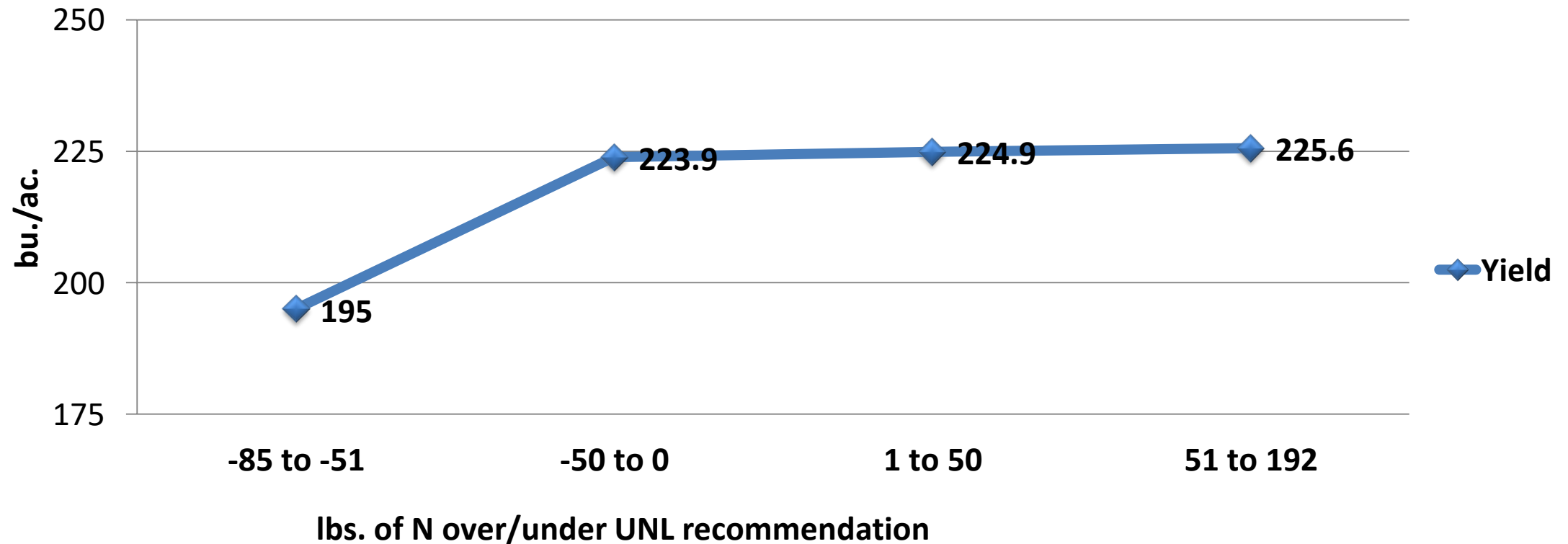
Yields plateaued beyond a certain nitrogen rate-highlighting a point of diminishing return



NRDs needed a better way to share this insight with producers

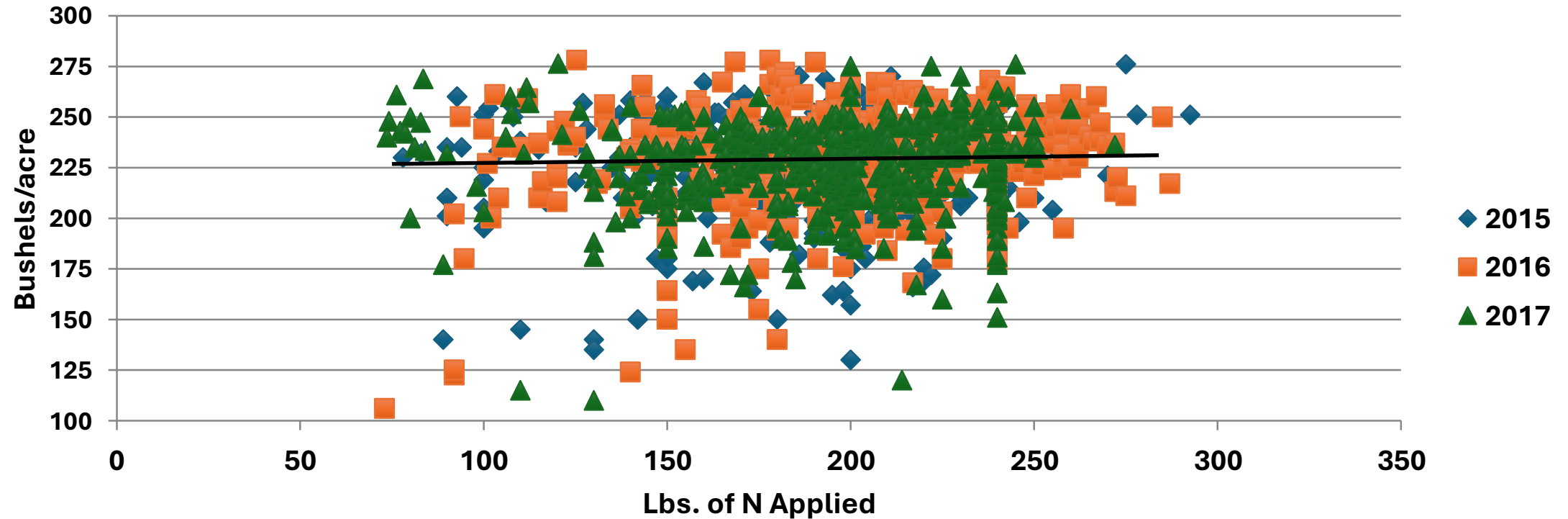
2015-2017 LNNRD Phase II Crop Reporting Data. Represents 190,000 corn acres.

2015-2017 Phase II Average Yields

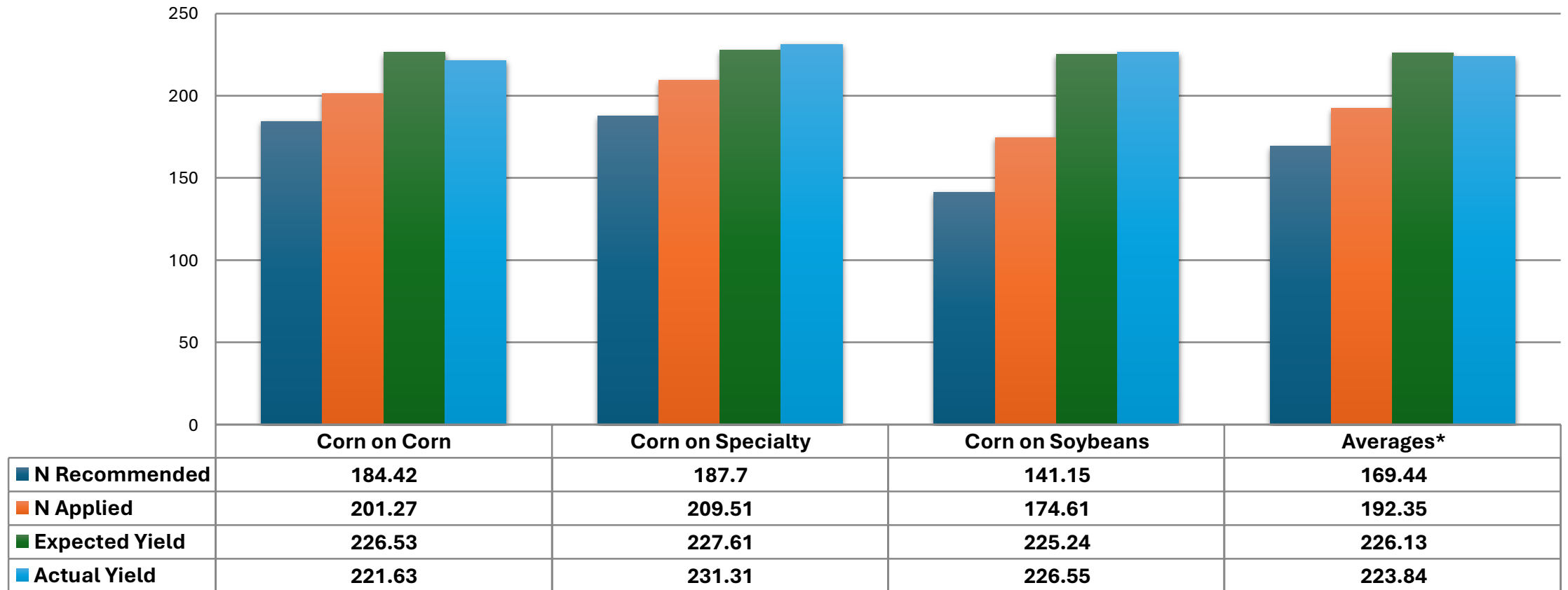


2015-2017 LNNRD Phase II Crop Reporting Data. Represents 190,000 corn acres.

Corn Yield vs. Total N Applied



Actual Nitrogen and Yields



2015-2017 LNNRD Phase II Crop Reporting Data. Represents 190,000 corn acres.

The Vision: A Nitrogen Dashboard



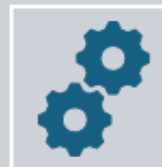
NRDs wanted to empower producers with the same data used in NRD decision-making



Goal: Empower better nitrogen & irrigation management



Goal: connect farm practices to environmental outcomes



This idea would eventually evolve into a broader, more functional tool: Producer Connect

Turning Vision into Reality

- Partnerships made it possible:
 - NRDs align on shared goals
 - Partner with Longitude 103 for development
 - Support from state, federal, and private partners
- The result: Producer Connect, a Nebraska-built platform for Nebraska producers

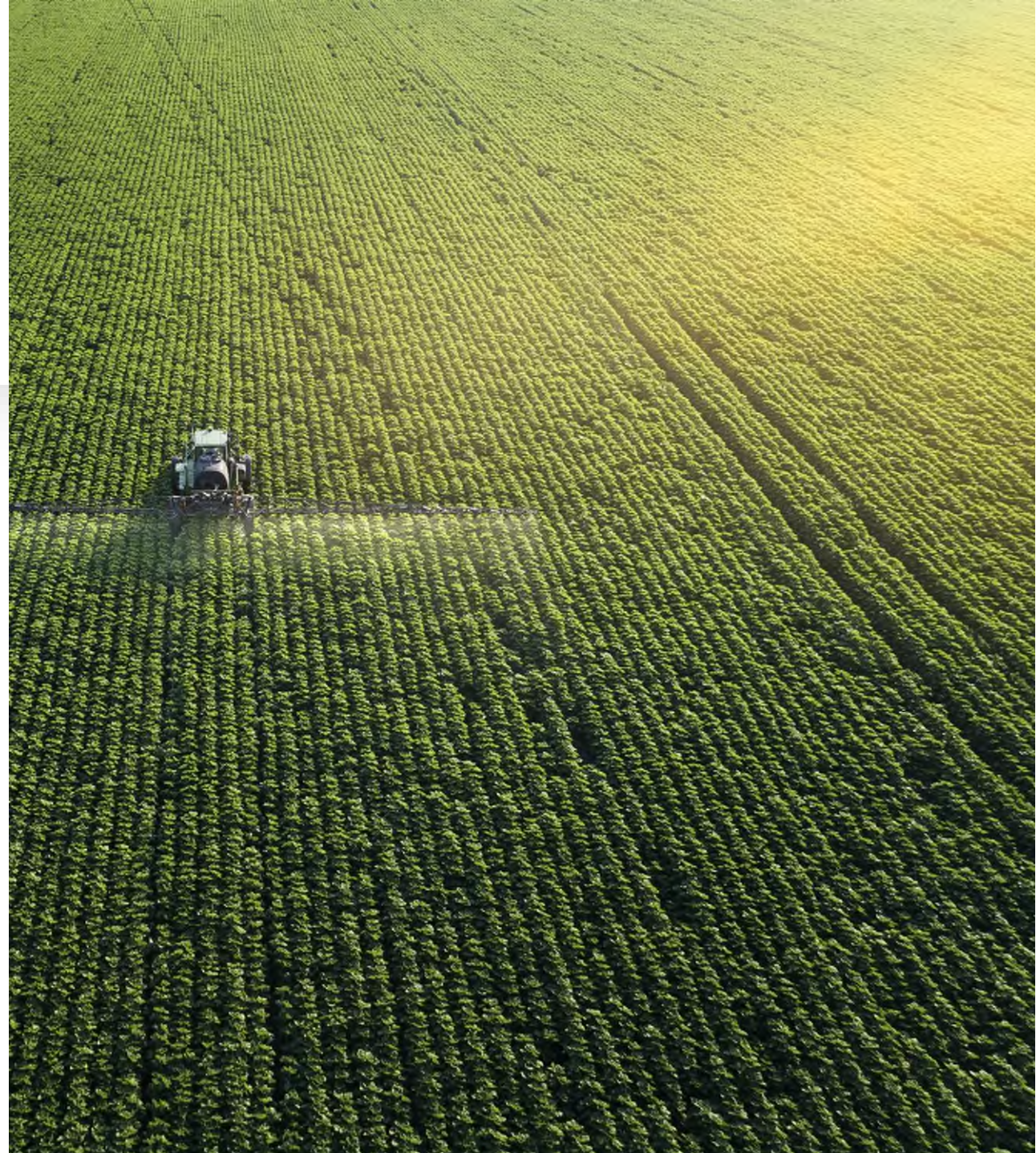


What is Producer Connect?

Producer Connect has two goals:

1. Simplified crop reporting (step-by-step platform)
2. Deliver actionable data to producers, helping them:
 - Understand the environmental impacts of their nitrogen and irrigation decisions
 - Improve on farm-management for both productivity and sustainability

Producer Connect transforms data into decisions-benefiting producers, NRDs, and Nebraska's water resources.



Purpose of Producer Connect

- Address nitrogen overapplication and improve irrigation efficiency
- Protect Nebraska's groundwater quality and quantity
- Provide field specific nitrogen recommendations
- Streamline reporting across all NRDs
- Supports crop yields and farm profitability



Key Features



Empowering Producers: personalized recommendations, farm insights



Simplified Reporting: fast uploads, easy data entry



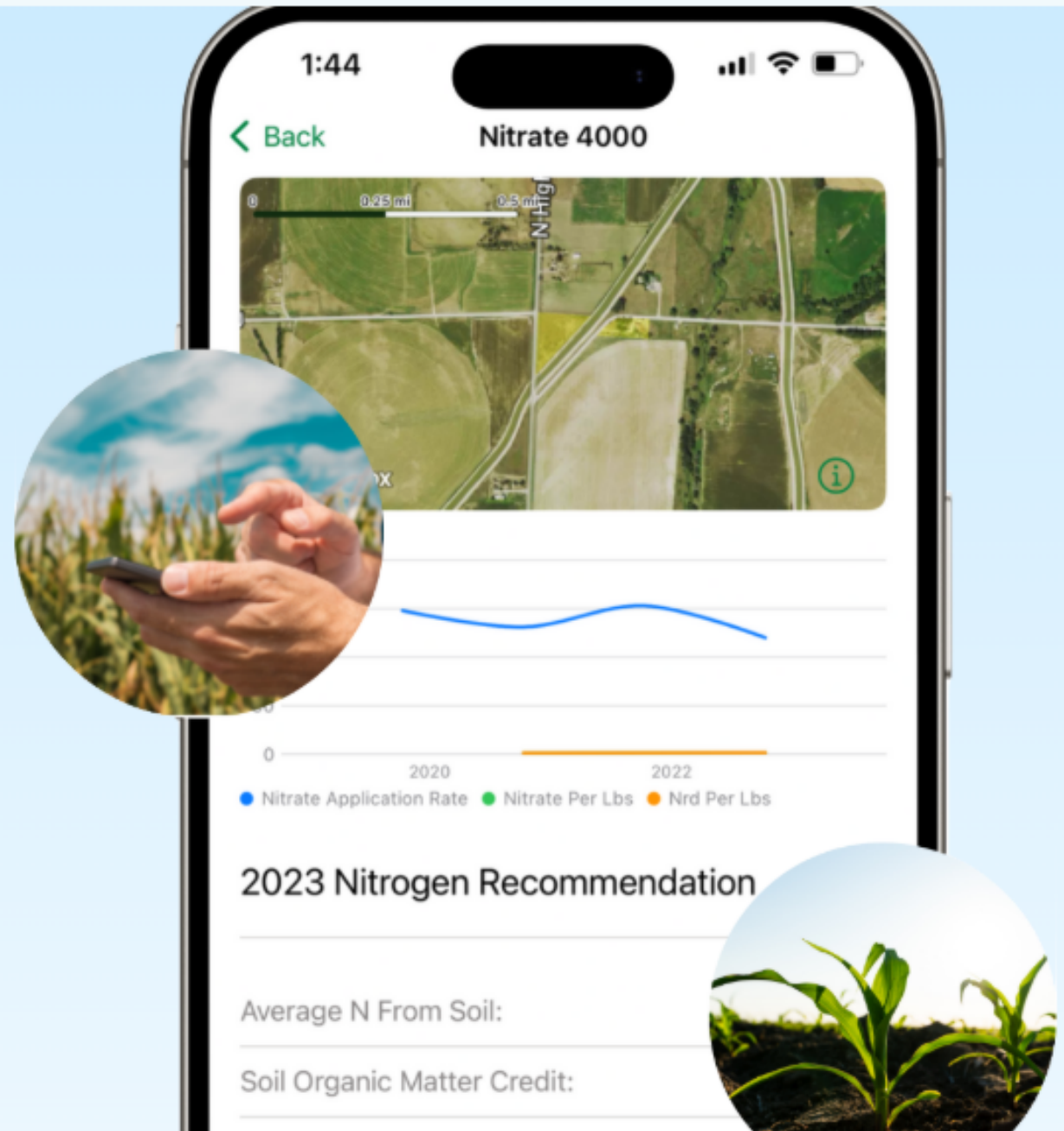
Secure & Private: password protected, confidential



Tracking & Feedback: NUE, yield trends, historical data

Water Usage and Nitrogen Insights

Get district data and update your information while seeing water use and nitrogen recommendations

A dark blue rounded rectangular button with a white globe icon and the text "Web Version".A dark blue rounded rectangular button with a white download icon and the text "Download".A light blue rounded rectangular button with a white download icon and the text "Download".

Secure & Private

Your Data, Your Control

- Secure, password-protected logins
- Private access for each producer
- Confidential farm data storage



Sign in to your account

Email address

Password

[Forgot password?](#)

Sign in

Not a member? [Register now!](#)

Empowering Producers

Farm-Specific Insights at your Fingertips

- Step-by-step data entry
- Personalized nitrogen recommendations
- Intuitive, user-friendly interface

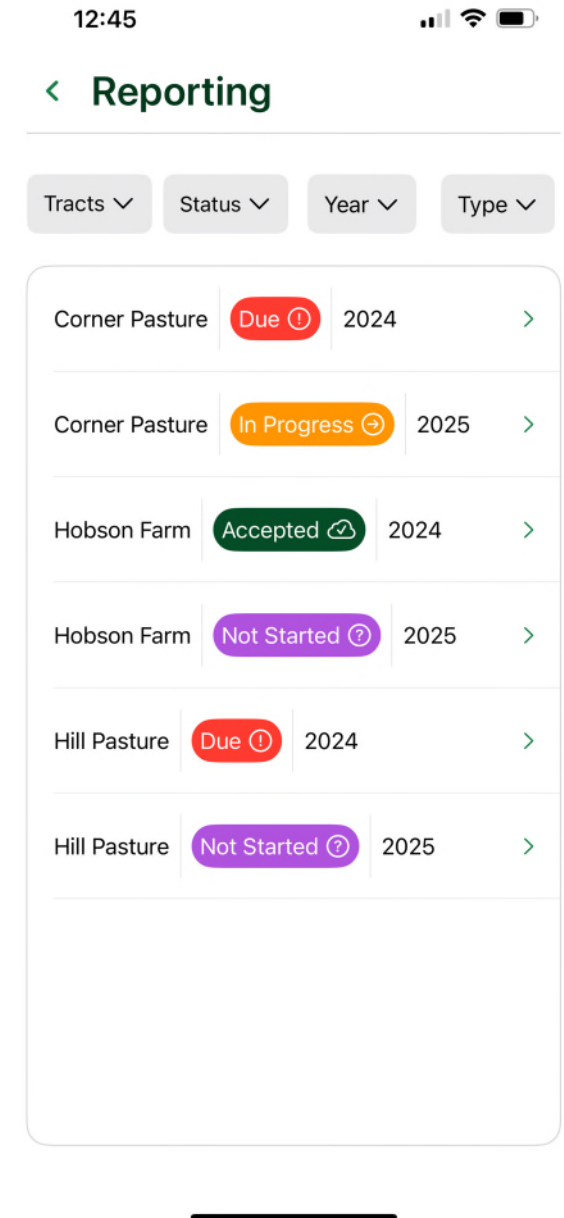
The screenshot displays a software interface for farm management. At the top, a 'Crops and Management' section shows three metrics: 'Total Acres' (5.6), 'Total Sprinkler Acres' (0), and 'Average Corn Yield' (220 bu/ac). Below this is a progress list with seven steps: 'YEAR AND CROP' (selected), 'IRRIGATION TYPE AND ACRES', 'IRRIGATION APPLICATION AND TILLAGE', 'NITROGEN APPLIED', 'MANURE APPLICATION', 'NITROGEN INHIBITOR', and 'SUMMARY'. The 'YEAR AND CROP' step is expanded, showing a form titled 'Crop Report Year and Crop Type'. This form includes fields for 'Crop Planted' (a dropdown menu), 'Crop Report Year' (a dropdown menu set to 2024), 'Crop Yield' (a dropdown menu), 'Crop Yield Units' (a dropdown menu set to bushels / ac), and 'Corn Yield Goal (bushels / ac)' (a text input field). A 'Next' button is located at the bottom right of the form. At the bottom of the screen, a table is partially visible with columns: TRACT ID, TYPE, USE TYPE, ALIAS, and LEGAL.

TRACT ID	TYPE	USE TYPE	ALIAS	LEGAL
1001	Certified Acres	Irrigation	Corner Pasture	

Simplified Crop and Water Reporting

Fast, Accurate, Hassle-Free

- Upload flow meter photos directly from your phone
- Submit irrigation, soil, and crop data in seconds
- Save time and improve data quality



Producer Connect

app.producerconnect.com/pools

Thad Kuntz

Home

Reporting

Tract

Pools

Wells

Flowmeters

Chemigation

Soil Samples

Crops & Management

Nitrogen

Settings

7.39 inches remaining

Based on current data, subject to change

No irrigation data

Total Acres / Pool Count
203.3 / 1

12-22N-53W

7-22N-52W

8-22N-52W

9-22N-52W

13-22N-53W

18-22N-52W

17-22N-52W

16-22N-52W

mapbox

Allocations

Filters

Date	Description	Amount	Balance	
12/31/2024	Carry Forward	11.97 AF	121.97 AF or 7.48 in / acre	...
12/31/2024	Initial Allocation	110 AF	110 AF or 6.75 in / acre	...

Name

Kuntz

Acres

203.3

Usage

Annual

Monthly

Daily

2025

Ac-In

?

connect.com/flowmeters

Thad Kuntz

Flowmeter and Usage Overview

Total Water Usage
40.66 ac-in
18.85% ↑ than last year

Water Use per Acre
0.19 in / ac
0.09% ↑ than last year

Flowmeter Count
2

Flowmeter Info

FLOWMETER ID	METER LOCATION	SERIAL NO	FACTOR	ALIAS
5000	Well	16-05568-08	0.01	Add Reading
5001.1	Well	17-0555-09	0.01	Add Reading

Flowmeter 5000 Usage

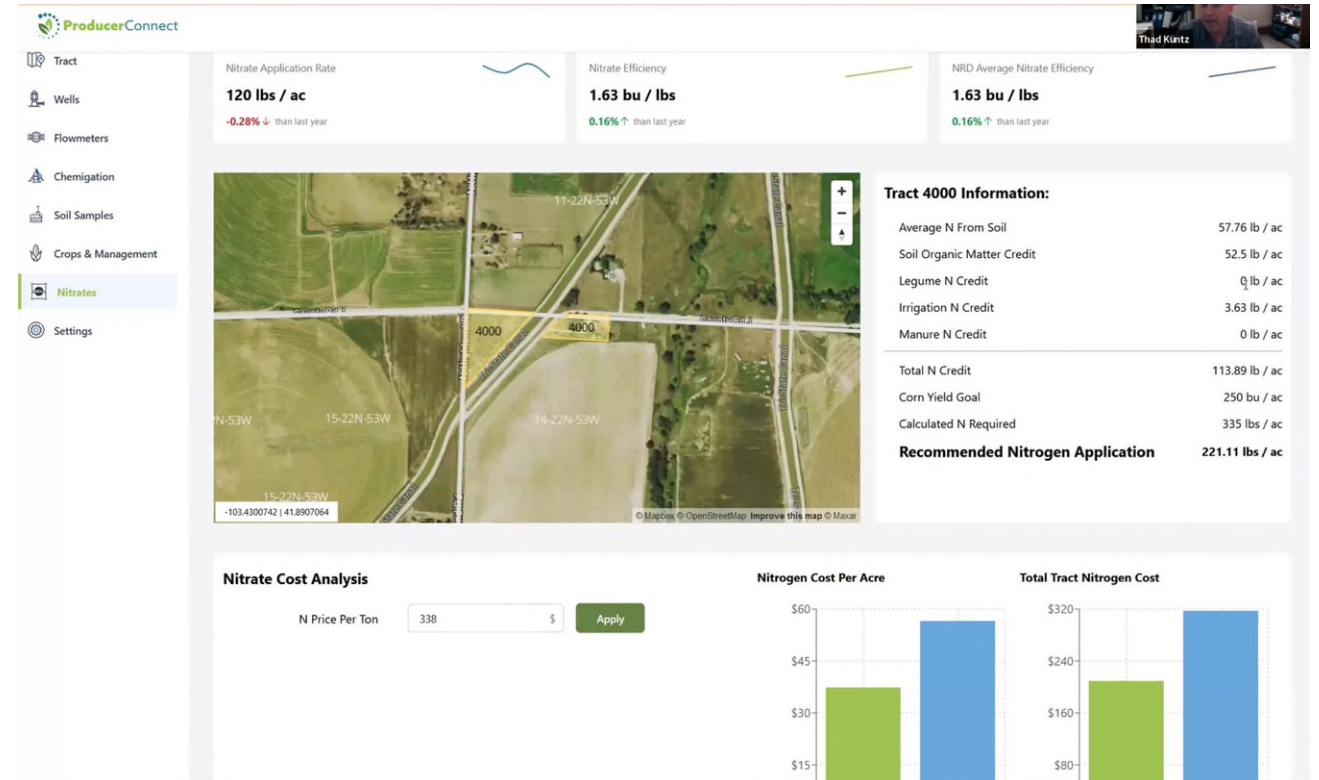
Acre Inches

?

Tracking & Feedback

Make Better Decisions Year over Year

- Tracking nitrogen use efficiency (NUE)
- Monitor crop yields and irrigation patterns
- Access historical data for smarter planning



Economic Benefits

- Optimize input costs
- Apply fertilizer at agronomic rates
- Maintain crop yields
- Most profitable $\neq$ highest yield



Environmental Impact

- Reduce nitrate leaching
- Boost irrigation efficiency
- Promote long-term sustainability of water resources
- Protect Nebraska's groundwater for future generations



Built for Nebraska, By Nebraska

A Collaborative Effort

- NRD-led, producer-focused
- In partnership with state/federal agencies
- Backed by agriculture organizations
- Design to serve producers & protect our shared resources
- 100% FREE



Ultimate Goal

Precision Management for the Future

- Help producers thrive economically
- Protect Nebraska's groundwater
- Support the next generation of sustainable agriculture



Questions

Jennifer Swanson

Director of Water Quality Initiatives

Nebraska Association of Resources
Districts

jswanson@nrdnet.org

O: 402-471-2219

