



# FieldWatch<sup>®</sup>

Communication. Cooperation. Collaboration.

## FieldWatch Overview







# Mission

To develop and provide easy-to-use, reliable, accurate and secure on-line mapping tools intended to enhance communications that promote awareness and stewardship activities between producers of specialty crops, beekeepers and pesticide applicators.





**FieldWatch** is a non-profit company created to develop and operate the DriftWatch Specialty Crop Site & BeeCheck Apiary Registries. Formed in 2012 by Purdue University and interested agriculture stakeholder groups, we are funded by state departments of ag, corporate sponsors and our producer and applicator members.

**DriftWatch** and **BeeCheck** are web-based mapping tools created to promote communication between beekeepers, producers of specialty crops and pesticide applicators in support of ongoing stewardship activities



 **FieldWatch<sup>®</sup> Board of Directors****MANUFACTURERS:**

**Andrew Burchett** – Monsanto  
**Elisha Modisett Kemp** – Dow AgroSciences  
**Dave Flakne** – Syngenta (Treasurer)

**APPLICATORS:**

**Scott Schertz** – Schertz Aerial Service  
**Bob Wolf** – Application Technology Expert (Secretary)  
**Mark Trostle** – Crop Production Services

**PRODUCERS:**

**Steve Smith** – Red Gold (Chair)  
**Levi Huffman** – Huffman & Hawbaker Farms  
**Dennis Dixon** – Hartung Brothers

**AT-LARGE:**

**KJ Johnson** – Illinois Fertilizer & Chemical Assn (Vice-Chair)  
**Tami Griffin** – Aon Risk Solutions  
**Lori Bowman** – Wisconsin Department of Agriculture

**PURDUE EX-OFFICIO:**

**Jay Akridge/Bernie Engel**, Purdue Department of Ag



## FieldWatch Membership

### Categories

- Member States
- Sponsors (Food/Ag Companies, Retailers)
- Trade Associations
- Applicators
- Producers
- Friends of FieldWatch

**Both Registries are  
FREE to use!**



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**FieldWatch<sup>™</sup>**

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**Bob Walters**

FieldWatch Administrator

[My Profile](#)

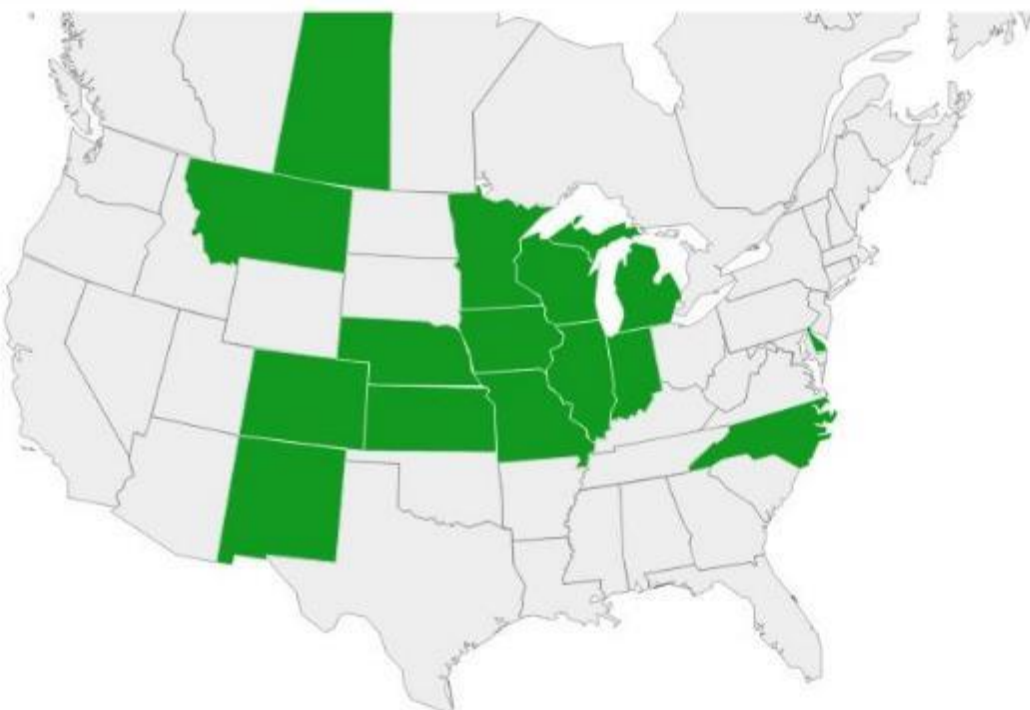
Select a state below to view the interactive map:

**United States**

- Colorado
- Delaware
- Illinois
- Indiana
- Iowa
- Kansas
- Michigan
- Minnesota
- Missouri
- Montana
- Nebraska
- New Mexico
- North Carolina
- Wisconsin

**Canadian Provinces**

- Saskatchewan





## SPONSORING MEMBERS

Aon Risk Solutions  
BASF Corporation  
Bayer Bee Care Center  
Colorado Agriculture Aviation Assn.  
Crop Production Services (CPS)  
Dow AgroSciences LLC  
GROWMARK, Inc.  
Illinois Agricultural Aviation Assn  
Illinois Farm Bureau  
Illinois Fertilizer and Chemical Assoc.  
Indiana Horticultural Society  
MFA, Inc.  
Michigan Farm Bureau  
Minnesota Crop Production Retailers  
Monsanto Company  
Purdue Agriculture  
Red Gold, Inc.  
Schertz Aerial Service  
Syngenta  
Winfield Solutions, LLC  
Wolf Consulting & Research, LLC

## LICENSEE MEMBERS

AgriData Inc.  
AgriSmart Information  
Systems  
AgSync, Inc.

# **FieldWatch** Members YTD\*

## USER MEMBERS

Aerinova Aerial, LLC  
Ag Best Agriculture  
Ag In Progress  
Ag Solutions, LLC  
AgMaxx  
AgriFlite Services  
Air Advantage  
Benoit Aerial Service  
Blue Earth Flying Service  
Blueberry Ranch  
Brian Agricultural Aviation  
Central Farm Service  
Central Prairie Co-op  
CHS  
Coherent Ag Solutions  
Countryside Aviation  
Curless Flying Service  
Crystal Vally Cooperative  
Del Monte Foods  
Doug Hawthorne  
Earlybird Aerial Services  
Fresh For Life Organics  
Grainco FS  
Hartung Bros.  
Harvest Land Co-op Indiana  
Holzwarth Flying Service  
Huffman & Hawbaker Farms  
Insight Properties, LLC  
Klinkenborg Aerial Spraying &  
Seeding  
Kris Hutchins  
Lindell Aerial Ag Services  
Lone Pine Ag-Services, Inc.  
Meyers Aerial Service  
Meyerkorth Aviation  
Milhon Air  
Mid-State Aviation  
Palmer Flying Service  
Plu's Flying Service, Inc.  
Prairie Winds Farm  
Provincial Airways  
Red Gold, Inc.  
Red Gold Growers

Reid's Farmacy  
River Valley Coop  
Roth Aerial Spraying  
Southern Illinois Custom Aerial  
Steier Ag Aviation  
Sunset Lake Organics  
T Payne Farms  
Teton County Weed District  
The Dalton's  
Tuscaloosa County  
Urbana Ag Pro  
Wallace Aviation  
Well I'll Bee  
Wilbur-Ellis Air  
Wilcox Flying Service  
Wiles Bros. Fertilizer, Inc.  
Woodley Aerial Spray

## SOFTWARE PROVIDER PARTNERS

Esri ArcGIS	Soilmap
Ground Point Nine	SSI Agvance
MapShots AgStudio	

## MEMBER STATES

Colorado  
Delaware  
Kansas  
Illinois  
Indiana  
Iowa  
Michigan  
Minnesota  
Missouri  
Montana  
Nebraska  
New Mexico  
North Carolina  
Wisconsin  
Saskatchewan

\*A few companies have asked for privacy

# New Membership Structure

## Improvements:

- ✓ New Categories
- ✓ Category Clarity
- ✓ More Information
- ✓ Member Benefits
- ✓ New Branding



**Promoting Awareness and Stewardship through Communication and Collaboration**

FieldWatch® is a non-profit collaborative organization that depends on the generosity of its sponsors and members in order to develop and operate the DriftWatch™ Specialty Crop Site and BeeCheck™ Apiary registries. We accept membership applications from companies, organizations and individuals that want to support the continued innovation and implementation of our voluntary platform. As FieldWatch seeks to facilitate increased collaboration and communication between specialty crop producers, beekeepers and pesticide applicators, we appreciate the support of our sponsors and members.

FieldWatch encourages all users who find value in the tools we provide to consider joining as dues-paying members. **But to support and facilitate broad participation, specialty crop growers, beekeepers and applicators who access DriftWatch or BeeCheck via the website can do FREE OF CHARGE without becoming dues-paying members.** By simply registering, producers and beekeepers can record their sites and purchase signs and applicators can receive email notifications about newly added sites in their defined areas.


FieldWatch users who elect to join as dues-paying members can receive the following additional benefits:

- 1 Recognition on the FieldWatch website (including a link to your company), in presentation materials and at events
- 2 Opportunity to attend the annual FieldWatch Member Meeting
- 3 Applicator members may receive information via live data stream
- 4 The opportunity to support the continued innovation and adoption of a voluntary collaboration tool that contributes to and strengthens ongoing stewardship in agriculture.

**Join Today!**  
Learn more and sign up at: [FieldWatch.com](http://FieldWatch.com) or [info@fieldwatch.com](mailto:info@fieldwatch.com)



FieldWatch.com | Follow us: @FieldWatchInc



## Membership Options

**SPECIALTY CROP GROWERS AND APIARISTS**

- \$50 per grower/year

**APPLICATORS**

- \$100 per applicator/year for each state in FieldWatch registry in which applications are made
- Applicator members may also access FieldWatch data layers from vendor licensee members who combine them with other mapping/GIS services

**LICENSEES**

Member States:

- Offering full suite of FieldWatch collaboration tools (DriftWatch and BeeCheck) –
  - First year fee: \$24,500
  - Maintenance: \$6,500/year in addition to resource requirements for data stewards and other outreach activities
- Offering BeeCheck Apiary Registry only –
  - First year fee: \$13,000
  - Maintenance: \$6,500/year in addition to resource requirements for data stewards and other outreach activities

Vendors – Entities and organizations such as software providers that license access to FieldWatch registries to member applicators:

- \$500 per state/year in member operational footprint (that is in FieldWatch registry)  
Example: Company operates in three FieldWatch states, their membership dues would be \$1,500 on an annual basis

**SPONSORS – Individuals, organizations and businesses interested in supporting FieldWatch**

Crop protection and equipment manufacturing companies:

- Global gross crop protection revenue of more than \$2.75B: \$50,000/year
- Global gross crop protection revenue of \$1B - \$2.75B/year: \$25,000/year
- Global gross crop protection revenue of less than \$1B: \$10,000/year

National, state and regional food companies and agribusinesses (i.e. Retailers, food processors):

- \$500 per state/year in member operational footprint (that is in FieldWatch registry), plus \$100 per branch location distributing or using FieldWatch data (Capped at \$10,000)

Agriculture trade organizations or other NGOs (crop/farm/trade/conservation/pollinator):

- National entities –
  - Full Membership: \$5,000 (which includes opportunity for board membership)
  - Ambassador Level: \$2,500 with in-kind commitment (communications, outreach, advocacy or other expertise committed to FieldWatch)
- State and local entities –
  - Full Membership: \$500
  - Ambassador Level: \$250 with in-kind commitment (communications, outreach, advocacy or other expertise committed to FieldWatch)

**FRIENDS OF FIELDWATCH – Individuals who wish to support the ongoing success of the organization and who desire to be included in member meetings, newsletters and have access to other member benefits**

- \$50 per member/year

FieldWatch.com | Follow us: @FieldWatchInc



Specialty Crop Site and Apiary Registry  
 Applicator View

EXPORT SITES IN MY AREA Go To My Location Search by Address, Zip Code, etc.

Applicator Map Settings

- Show sites in my area only

Growing Conditions

- All
- Conventionally Grown
- Organically Grown (in states permitted)
- Certified Organic

Crop Types ALL STATES MO

- All
- Beehives
- Berries
- Grapes
- Non-specialty Certified Organic
- Non-specialty Transition to Certified Organic
- Nursery Crops
- Orchard (Nuts, Fruit, Trees)
- Pumpkins or Melons
- Vegetables
- Other

**driftwatch** INDIANA SPECIALTY CROP SITE REGISTRY  
 Home About DriftWatch Map Order Signs Resources Contact Us

Bob Walters Registered DriftWatch Producer My Profile Alerts Log Out

SUBMIT NEW SITE Go To My Location Search by Address, Zip Code, etc.

WA-12806	SUBMITTED	04/20/2016
WA-12807	SUBMITTED	04/20/2016
grapes change to hops	APPROVED	11/15/2015
Tomato test	APPROVED	11/15/2015
IN-12633	APPROVED	11/15/2015
Illinois Bee Test	APPROVED	12/16/2015
NC 12656	APPROVED	02/16/2016
NC fruit trees	APPROVED	02/23/2016
4 test hives to be moved	APPROVED	05/19/2016
test fruits	APPROVED	

**driftwatch** Specialty Crop Site Registry by FieldWatch

Specialty Crop Site Registry  
 Producer View

**beecheck** INDIANA BEEHIVE REGISTRY  
 About BeeCheck Map Contact Us

Bob Walters Registered Beekeeper My Profile Log Out

Go To My Location Search by Address, Zip Code, etc.

My Sites

bee check 1	SUBMITTED	06/04/2015
bee check 1	SUBMITTED	06/04/2015
bee check 1	SUBMITTED	06/04/2015
bee check 1	SUBMITTED	06/04/2015
IN-4915	SUBMITTED	06/04/2015
IN-4916	SUBMITTED	06/04/2015
1972 test	SUBMITTED	06/19/2016
bee check 1	APPROVED	06/04/2015
bee check 1	APPROVED	06/05/2015

**beecheck** Apiary Registry by FieldWatch

Apiary Registry  
 Beekeeper View

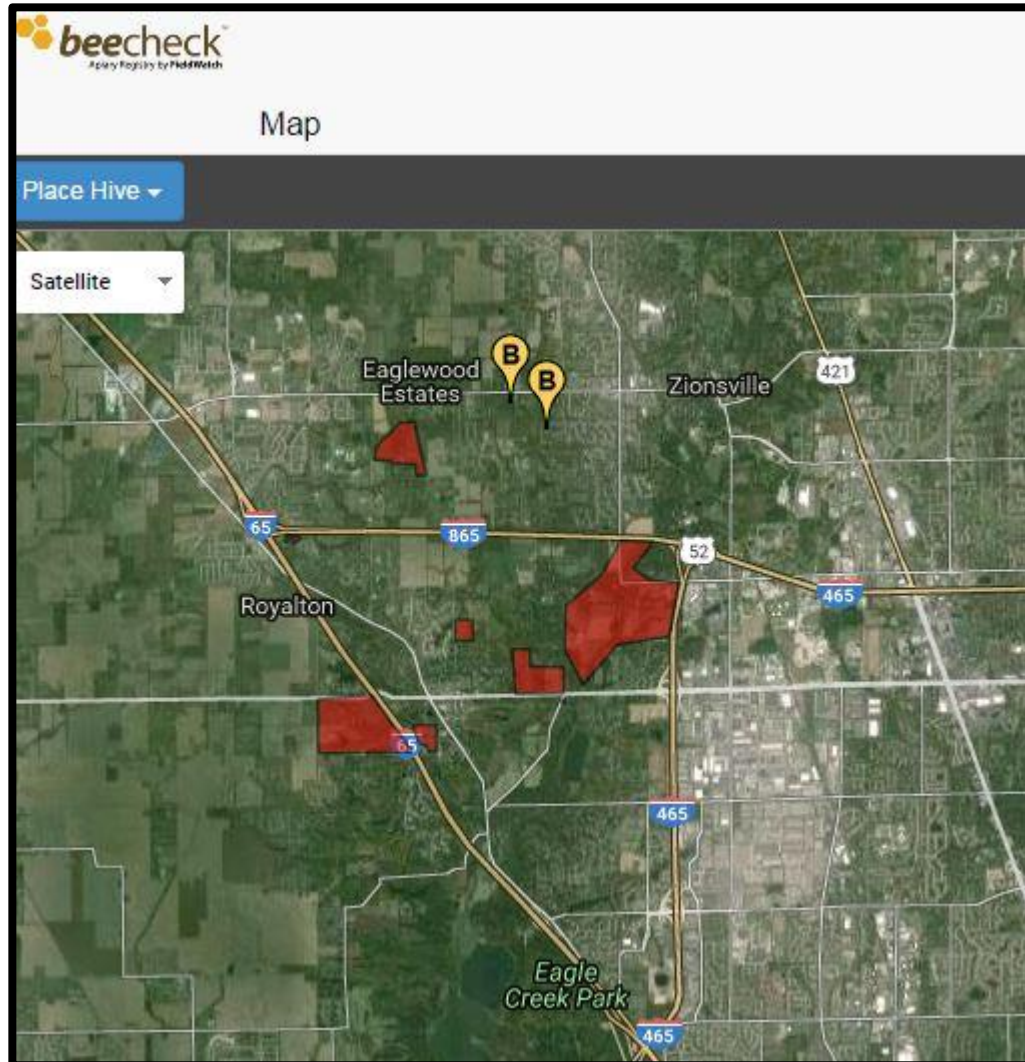
The screenshot shows the DriftWatch website interface. At the top, there is a logo for "driftwatch" with the tagline "Specialty Crop Site Registry by FieldWatch" and the text "INDIANA SPECIALTY CROP SITE REGISTER". Below the logo, there are navigation links: "About", "DriftWatch Map", and "Resource". A green button labeled "EXPORT SITES IN MY AREA" is highlighted with a blue arrow. To its right is a search bar with a globe icon and the text "Go To My Location". Below the navigation bar, there are two filter sections: "Growing Conditions" and "Crop Types". The "Growing Conditions" section has four checkboxes, all of which are checked: "All", "Conventionally Grown", "Organically Grown (in states permitted)", and "Certified Organic". The "Crop Types" section has a dropdown menu set to "ALL STATES" and "IN". Below the dropdown, there are 20 checkboxes, all of which are checked: "All", "Beehives", "Christmas Trees", "Fish Farm", "Floriculture or Greenhouse", "Fruits", "Grapes", "Greenhouse - High Tunnel", "Hardwood Plantation", "Mint or Herbs", "Non-specialty Certified Organic", "Nursery Crops", "Pastures", "Pumpkins or Melons", "Tobacco", "Tomatoes", "Vegetables", and "Other". To the right of the filters is a map showing a portion of Iowa and Kansas. The map includes labels for "Fort Dodge", "Des Moines", "St Joseph", "Kansas City", "Overland Park", "Olathe", and "Sedalia". A blue arrow points from the "EXPORT SITES IN MY AREA" button to the map area.




## Applicator Access – Three Ways

- ✓ Public Map (FREE)
  - All crop sites
  - Most beehives
  
- ✓ Register on FieldWatch (FREE)
  - All crop sites
  - All beehives
  - Email notifications of new sites
  
- ✓ Member data subscription (\$100)
  - All sites
  - Downloadable or live stream through software provider







BEEHIVES

**Hive IN-13118**  
Submitted 02/11/2016 Approved 02/11/2016  
Updated 07/21/2016

Site expires from map after 12/31/2016

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You have elected not to disclose the location and contact information of your hives to the public. You may change this setting on your [profile page](#).

Information

<b>Producer:</b>	Bob Walters	<b>Notes To Steward:</b>	Test hive for email purpose
<b>Company:</b>	Fieldwatch	<b>Purpose:</b>	Hobbyist
<b>Email:</b>	<a href="mailto:bob.walters@fieldwatch.com">bob.walters@fieldwatch.com</a>	<b>Bee Type:</b>	Honeybee (or similar colony bee)
<b>Address:</b>	1972 CAMARGUE DR ZIONSVILLE IN 46077	<b>Location Type:</b>	Permanent for the Season
<b>Phone:</b>	3178731972		

Submission Approved

Click here to purchase a "No-Drift" sign or BeeCheck flag for this site.



# Field Signs Available

To further promote awareness and communication in the field at the site





# What's on the Horizon for FieldWatch

- ✓ **Data Integrity** is (still) #1 priority
- ✓ **Growth** in new states and within existing member states
- ✓ New and **improved communications resources** for states & partners
- ✓ Continue to **innovate and adapt** based on user feedback (i.e. FW App)
- ✓ **Brand awareness/brand equity** invested in for FieldWatch®
- ✓ **Engage and seek input from diverse stakeholders** to continue to provide a tool that brings value to multiple segments of agriculture
- ✓ Strive to be recognized as **THE voluntary collaboration tool of choice** for specialty crop growers, beekeepers and applicators
- ✓ Create a **sustainable business model** through diversified funding and a more inclusive membership structure
- ✓ Expand our **partnerships with licensees and software companies**
- ✓ Become a **trusted partner and credible voice** in agriculture





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Questions? Thank you!

