

## CASE STUDY Ludlow Farms



### AT A GLANCE

**Customer:**  
Ludlow Farms

**Location:** Hawkes Bay,  
New Zealand

**Farm Size:** 1100ha

**Enterprises:**  
Cereal, seed,  
squash, hemp,  
finishing beef and lamb



Photo: Maria Gobbie



*"With the data we now have, we use variable rate application to apply fertiliser and inputs only where they're needed on the farm. In terms of quantity that means we only apply how much is needed."*

*Environmentally, it's good to comply with regulation and also maximise our sustainability."*

**Simon White**  
Ludlow Farms

### BACKGROUND

Simon White, of Ludlow Farms in Hawkes Bay, has been working with Vantage NZ since 2015. His initial goal with Precision Ag was to understand the different soil types on his property so he could begin farming according to soil zones. He was also looking for ways to comply with ever-changing environmental regulations. The changing landscape of sustainability and rising costs continue to present challenges that he looks to tackle with the help of precision technology.

### SOLUTION

Wade Riley, a Trimble Ag Specialist at Vantage NZ, happens to live next door to Simon and has been working with him since 2015. The first solution they applied was EM Soil Mapping, to map and identify the soil types across their farm. The data captured in the initial EM Soil Survey has continued to benefit them to this day.

The addition of Yield Mapping gives them full visibility over the return each soil type and paddock is producing, allowing them to farm according to soil types and maximise yield and profitability.

### BENEFITS

#### Cost Savings

By using Trimble hardware, EM Soil Mapping, Soil Moisture Management, and Yield Data Analysis, they have seen a **12-15% saving on nutrient inputs** on light soils. Additionally, having GPS on the tractor gives an approximate **2.4% saving on overlap** translating into cost savings on all seeds, nutrients, labour, fuel, and tractor hours.

#### Data

By utilising their EM and Yield maps throughout the season, Simon can use data to ensure zoning is correct and see where each paddock stands in terms of profitability.

#### Environmental

As a result of the data collected, Simon can apply nutrients and inputs only where needed, saving money and reducing environmental impact.

#### Informed Decisions

These technologies they have applied are still being used to inform their business decisions and Simon is now looking at additional on-farm technologies like the WeedSeeker 2 to further reduce costs and environmental impact.