

CASE STUDY Pye Group

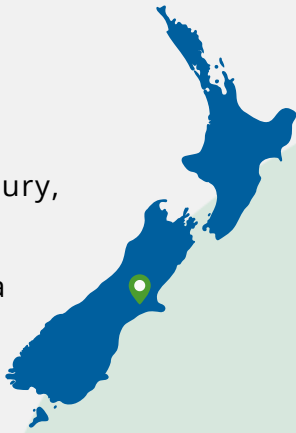
AT A GLANCE

Customer:
Pye Group

Location: Canterbury,
New Zealand

Farm Size: 4800ha

Enterprises:
Dairy, Cropping,
Turf, Carrots,
Potatoes



BACKGROUND

Pye Group is an agricultural company owned by Leighton and Michelle Pye with farms across Mid Canterbury. They have been working with Vantage NZ since 2012. One of the biggest challenges for Pye Group was ensuring a balanced nutrient supply for optimal growth on their cropping farms and being able to provide proof-of-placement. Prior to working with Vantage, the group used blanket application of fertiliser, applying a standardised amount across paddocks and farms.

SOLUTION

The company has invested in **precision nutrient management soil testing, soil moisture probes, EM soil surveying, and yield mapping**. This has helped them better understand soil quality and exactly what nutrients each piece of their land needs. Through soil testing, they are now able to apply variable rates of products such as Lime, Potassium Chloride, Superphosphate and Magnesium Oxide based on maps that outline the exact quantity each part of the paddock needs. This approach has significantly increased their yield and allowed Pye Group to optimise fertiliser use and reduce waste.

BENEFITS

Cost Savings

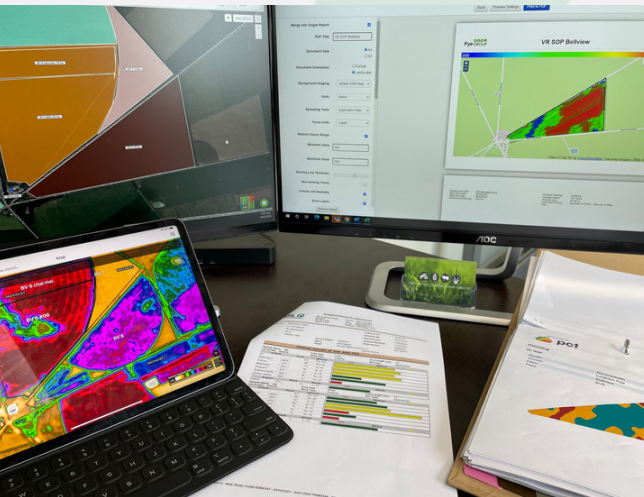
Using a combination of soil testing and guidance on their equipment has given annual savings of up to 10 percent by eliminating overlap and targeting nutrients only where they are required. This translates into nearly **\$50,000 in savings** per percent of overlap in nutrients, amounting to annual savings of **\$500,000 across all farms**. They are also saving on transportation, time, effort, labour, fuel and equipment wear and tear.

Environmental

By employing PNM strategies, they can now be strategic with the nutrient spread on their cropping farms. They have also used soil testing to identify areas with overloaded nutrients in their dairy paddocks and as a result have implemented exclusion zones in the first 10% of each paddock reducing wastage and run-off.

Informed Decisions

Pye Group are consistently using precision agriculture technologies to inform their farming practices. They are looking to engage with Vantage on additional on-farm technologies to further streamline their systems and reduce cost and environmental impact.



"You can't argue with data and can make long-term, data-driven plans that relate to real information; it's not estimated. People either overestimate or underestimate, but when you have the data, you can actually see what you have done and what the result has been.

Unless you get soil testing done and use variable rate application, you just can't make targeted decisions"

Tony Gould
Operations Manager, Pye Group