

Agricultural Newsletter



SUMMER 2026

PRECISION FARMING

Precision farming, also called precision agriculture, is an innovative approach to farming that utilizes advanced technologies to enhance crop yield and optimize resource use. By employing tools such as GPS, IoT sensors, and data analytics, farmers can make informed decisions that lead to sustainable agricultural practices and improved productivity. This article explores the key components, benefits, challenges, and future trends of precision farming.

What is Precision Farming?

Precision farming refers to the application of technology to monitor and manage field variability in crops. This method includes various practices such as soil sampling, variable rate technology (VRT), and the use of drones and satellites to gather real-time data on crop health, soil conditions, and environmental factors. The goal is to ensure that crops receive exactly what they need for optimal growth, thereby maximizing efficiency and reducing waste.

Key Components of Precision Farming:

1. **GPS and GIS Technology:** Global Positioning System (GPS) technology coupled with Geographic Information Systems (GIS) allows farmers to create detailed maps of their fields, identifying areas with specific needs based on variations in soil type, moisture level, and nutrient availability.
2. **Soil Monitoring Sensors:** These sensors provide real-time information about soil conditions, enabling farmers to assess moisture levels, temperature, and nutrient content. This data helps in making precise irrigation and fertilization decisions.
3. **Drones and Aerial Imagery:** Drones equipped with cameras and sensors capture high-resolution images of fields, allowing farmers to monitor crop health, detect pests, and assess the effectiveness of their farming practices.
4. **Data Analytics:** Utilizing big data analytics helps farmers make sense of the vast amount of data collected from various sources. By analyzing this data, farmers can uncover insights that drive better decision-making and increase crop productivity.

Benefits of Precision Farming:

- **Increased Crop Yields:** By optimizing input use and improving crop management practices, precision farming can significantly increase crop yields.
- **Efficiency:** Precision agriculture reduces waste by ensuring that resources such as water, fertilizers, and pesticides are used only when and where they are needed.
- **Cost Reduction:** Increased efficiency leads to lower operational costs, enhancing the profitability of farming operations.
- **Environmental Sustainability:** By minimizing input usage and reducing runoff, precision farming practices contribute to more sustainable agricultural systems and less environmental impact.

Challenges in Precision Farming:

- **High Initial Costs:** The implementation of precision farming technologies can be expensive, which may deter some farmers, especially smallholders, from adopting these practices.
- **Data Management:** Collecting and analyzing vast amounts of data requires specialized knowledge and skills, which can be challenging for farmers unfamiliar with technology.
- **Technology Adoption:** There may be resistance to adopting new technologies among traditional farmers, necessitating education and training for effective implementation.

Future Trends in Precision Farming:

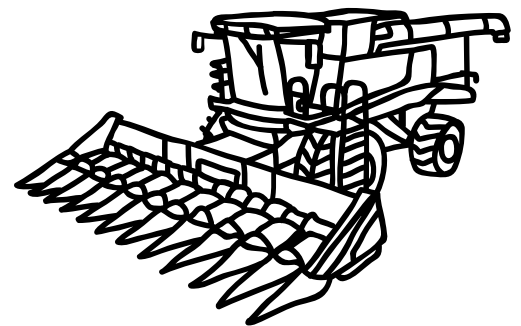
As technology continues to evolve, the future of precision farming looks promising. Key trends include:

1. **Artificial Intelligence (AI):** AI will play a significant role in analyzing data, predicting outcomes, and automating processes, further streamlining farming operations.
2. **Blockchain Technology:** This technology can enhance transparency and traceability in supply chains, ensuring food safety and quality assurance.
3. **Robotics and Automation:** The use of autonomous tractors and robotic systems is expected to increase, reducing labor costs and enabling more precise farming practices.
4. **Sustainable Practices:** The emphasis on sustainability will continue to grow, with precision farming contributing to environmentally friendly agricultural practices and carbon footprint reduction.

Precision farming represents a crucial transformation in agriculture, driven by technological advancements that promote sustainability, efficiency, and productivity. While there are challenges to overcome, the benefits of adopting precision farming techniques are substantial, paving the way for a more resilient and sustainable agricultural sector.

References

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2. Krejčí J, Babluč M, Suder J, Kryš V, Bobovský Z. Internet of Robotic Things: Current Technologies, Challenges, Applications, and Future Research Topics. *Sensors (Basel)*. 2025 Jan 27;25(3):765. doi: 10.3390/s25030765. PMID: 39943403; PMCID: PMC11820596.
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Chris Robinson : Owner and Founder- Robinson Ag Marketing

2026 Grain and Livestock Marketing has been challenging.

But, as someone with over 30 years of experience as both an independent floor trader in Chicago and as a broker/advisor working with farmers and producers since 2010. I have seen a lot of challenging markets.

Why work with an advisor?

First off, if you are happy with your marketing, then you probably are not looking for any assistance.

What problems can a firm like mine assist you with?

Well, the number one statistic that is quoted -- which is why many producers, ranchers, and farmers are looking for guidance with marketing? Government studies have shown that on average, 75% of the grain that is marketed in a year-- is generally sold in the bottom 1/3 of available prices...

Why? Because markets are emotional. People tend to be emotional. And over time, emotions can create situations where you feel like you "have to" make a sale vs "wanting to make a sale".

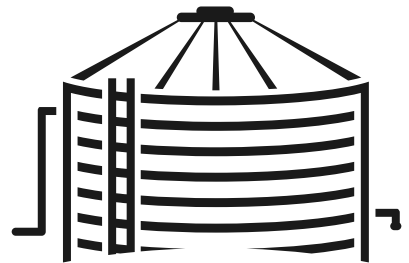
The tried and true--"Don't sell a bushel until it is in the bin"--Might work for some. But in recent years and decades--with the advent of 24-hour trading and large speculators trading the agricultural markets--we sometimes have had our BEST marketing opportunities in the first 6 months of a marketing year.

While charts are important, they only show you "what has happened". Charts can not promise what "will definitely happen".

What problems can a program like mine help you with?

We can help dial back the things that are the worst part of marketing.

- 1) Time. Marketing can eat up hours if you are doing your own "homework".
- 2) Stress. You are a farmer/producer/rancher. Do you need the added stress of being a full-time "commodity speculator"-- or do you want help/advice in managing your positions and hedges?
- 3) Information Overflow. We live in a world of 24-hour "news bombardment". It is easy to lose the forest for the trees with information overload.



My service does the following--

- 1) provides a daily summary of price changes and important new stories.
- 2) a morning and afternoon audio comment--You can listen to it any time it's convenient
- 3) A daily letter you can read--if you are so inclined
- 4) A weekly summary of over 20 markets--I spend 4 hours doing all the homework so you don't have to. You get the key charts. Key support areas and Big Picture Look.
- 5) Finally, every week I record a 15-minute "mini-seminar" video which you can watch and learn at your own pace. I dig into the nuts and bolts of what professional traders look at -- and how it might impact our prices as producers.

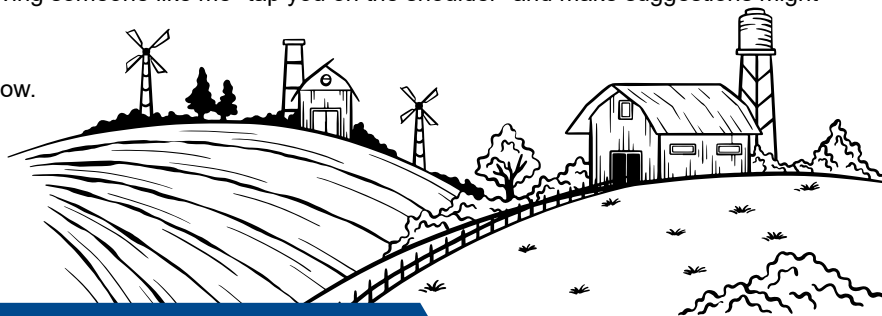
Here is a quick look at where we are for 2026 in Corn, Soybeans and Wheat.

Yes--I cover all the markets-- including the livestock.. but for today--I just want to hit the major ones that might impact you currently.

My goal? Help you to make the best cash sales in a marketing year- We strive to get your sales in the upper 1/3 of available prices. I can not promise you the "highs and the lows". That is not something I even pretend to be able to do--even with 30-plus years in the markets.

But if you find yourself consistently selling too soon or too late--having someone like me "tap you on the shoulder" and make suggestions might be what you are looking for as you look for a marketing advisor.

Here is a brief updated view of where we are for 2026 bushels below.



Yes, I use charts- I believe a picture helps more than reading pages of descriptions.

Corn--New Crop Corn--for 2026--We are right smack in the middle of our price range of 2026. The Jan low? \$4.45-- The high? \$5.06 1/2 That high was a 30-month high for that contract!

All year, we have had a gain from bottom to top of 61.5 cents. As of today, there is 30 cents downside risk--but also a potential for 30 cents of rally--if we get a weather issue...

Our cash sales so far for 2026? 30% sold on guaranteed bushels--at an average price of \$4.88.

Our hedges? We have \$4.70 to \$4.80 floors in place for the next 30 to 60 days, for clients who desire hedges with put options.



For Soybeans 2026

This has been the "best performer" for 2026 so far. We began the year at \$10.55, and we were worried about sub \$10.00 beans.

We hit \$12.14 on the high. A 30-month high! Even today, at \$11.90, we are still in relatively great shape.

Our cash sales? 30% sold at \$11.45.

For the rest of our bushels? We have \$11.80 to \$11.50 puts in place for clients who wanted hedges. Those prices are covered for the next 30 to 60 days.



For Wheat--Chicago--We began the year at \$5.32. We hit \$6.88 on weather and yield loss. Nearly a 2-year price high! A gift to producers. Right now, we have "given back" roughly 1/2 of that gain--VERY SIMILAR TO CORN--WE ARE "HALF-WAY BACK". We are 35% sold at an average of \$6.45, with floors at \$6.20 for clients who wanted the hedges with put options.

So--Here we are. Midway in 2026 And Corn and Wheat? Right in the middle of what can only be described as an "unexpected" rally--fueled by the war in Iran and the spike in crude oil from \$55/bbl in December to \$119.48 in March....

Crude is the "canary in the coal mine" that got us here.

The next risk? Mother Nature.

Chris Robinson will be the featured speaker at our Fall Ag Dinner. See back for more info!





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Fall Ag Dinner

Thomas E. Hartung American Legion
14414 Ford Dr, New Lenox, IL 60451

save
the Date

Wednesday, September 2, 2026, 6pm



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