

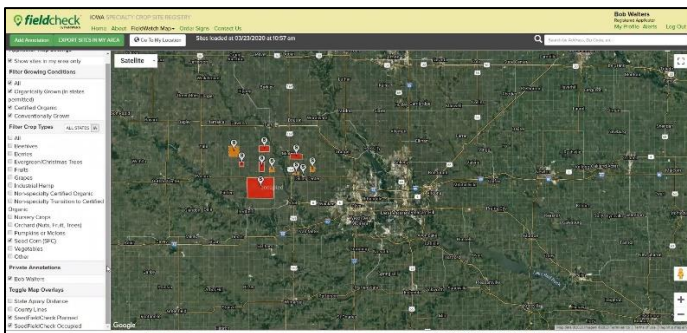
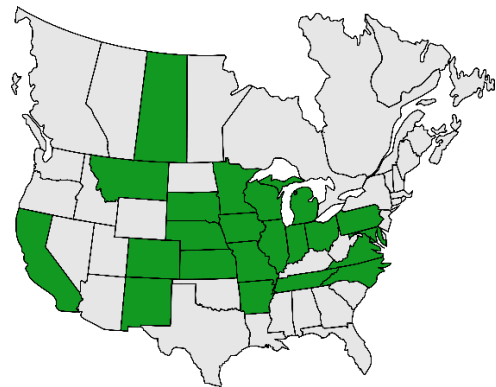
SeedFieldCheck: A Seed Field Worker Notification System

The Need: SeedFieldCheck will address the industry's challenge of providing broad communication to pesticide applicators that accurately describes where and when seed field workers will be present in seed production fields.

- 🌱 The new functionality will more effectively communicate the location of field workers replacing the endless emails and circulation of paper or electronic maps to targeted applicators.
- 🌱 The information will be made available in near real-time allowing employers (seed companies) the ability to make edits or update plans quickly and broadly share worker locations.
- 🌱 The system will broaden the audience, making this information available to any registered pesticide applicator doing business in your area and eliminating the need to anticipate who might be doing applications in the vicinity of seed field workers.
- 🌱 The tool will consolidate the information aerial and ground applicators rely on to make safe pesticide applications on a daily basis, becoming a "one stop shop" for information.
- 🌱 The new platform will leverage the current popularity and functionality of the existing FieldWatch registry.

About FieldWatch®:

- 🌱 FieldWatch is a non-profit company that promotes communication between growers, beekeepers and pesticide applicators in support of ongoing stewardship activities.
- 🌱 Operating in 22 states and Saskatchewan, FieldWatch is the only crop and apiary registry that is national in scope.
- 🌱 FieldWatch is a trusted partner in the agriculture industry and continually innovates their platform to improve the end-user experience and reach as many applicators as possible.



How it will work:

- 🌱 The core platform of FieldWatch will be modified slightly to effectively communicate location and presence of seed field workers and allow for near real-time updates.
- 🌱 Seed companies will work directly with FieldWatch to upload seed field sites and identify team leaders who will operate as "data stewards" to ensure accuracy.
- 🌱 Aerial and ground applicators need to register with FieldWatch (free and simple) through our applicator portal called FieldCheck at www.fieldwatch.com.
- 🌱 Applicators will see sites in "planned" status to indicate that workers are planned to be in fields the following day OR in "active" status if there are workers currently in seed fields.
- 🌱 The program will operate as a pilot in the state of Iowa in the 2020 growing season with the intention of expanding the program in 2021 and beyond.

For a demonstration on how to sign up as an applicator go to: www.fieldwatch.com/applicatordemo

SeedFieldCheck is brought to you by the Iowa Seed Association, the Iowa Agricultural Aviation Association and FieldWatch and made possible by the generous financial support of members of ISA and IAAA