



**FOR IMMEDIATE RELEASE**  
**January 5, 2023**

## **PRESS RELEASE**

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### **DriftWatch™ Now Integrated with Beck's FARMserver® Technology**

*New partnership provides farmers with increased awareness on specialty crops and pollinator habitats*

**West Lafayette, Ind. and Atlanta, Ind.** – Beck's has partnered with FieldWatch to integrate DriftWatch into FARMserver®, Beck's web-based tool for assisting farmers in implementing precision agriculture strategies. With the DriftWatch integration, farmers are made aware and given perspective as to where high value specialty crops and pollinator habitats are being grown in local surroundings.

"DriftWatch enhances communication and promotes awareness amongst all stakeholders," said Craig Rogers, precision farming lead at Beck's. "The integration is in alignment with our strategy of making the best in field decisions and partnering with companies that bring value to our customers."

FieldWatch leads a collective effort between farmers, neighbors, and businesses to register and share information that is important for all growers and operators. The technology supports growers of organic crops, conventional crops, vegetable crops, and beehives.

"Integration with agriculture technology platforms expands the reach of FieldWatch's registries, promoting enhanced stewardship in agriculture," said Bob Walters, FieldWatch CEO. "We appreciate the partnership with Beck's and the value it brings to growers."

With DriftWatch, producers are given the opportunity to map their sites and provide contact information to pesticide applicators through an online mapping system. Once a site is registered, the information is made available directly through FARMserver.

"Farmers are called to be stewards of the land," said Scott Beck, president at Beck's. "This investment supports that effort in steward leadership."

For more information or to learn more about signing up for a free FARMserver membership, visit [www.FARMserver.com](http://www.FARMserver.com) or call 800.937.2325.

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#### **About Beck's**

Beck's- Farmers At Heart® - revolutionized the customer seed buying experience by remaining true to a foundation built on faith, family, and farming. Founded in 1937, Beck's appreciates the farmers who have helped them become the largest family-owned retail seed company and the third-largest seed brand in the United States. The Beck family is now in its fifth generation of family members who work in the business to honor God and help farmers succeed. The Beck family and team of employees help farmers achieve success from generation to generation through authentic customer experiences, product diversity, seed quality, and performance. With a home office located in Atlanta, Ind., Beck's serves farmers throughout the Midwest and Mid-South. For more information about Beck's, visit <http://www.beckshybrids.com/>. Follow Beck's on [Facebook](#), [Instagram](#), [LinkedIn](#), [Twitter](#), and [YouTube](#).

#### **About FARMserver®**

FARMserver® is a secure, web-based solution that serves as a farms foundation for all precision agriculture activities. Developed with the farmer in mind, FARMserver is owned and distributed by Beck's Superior Hybrids, Inc. FARMserver® is a registered trademark of Beck's Superior Hybrids, Inc. For more information call 800.937.2325 or visit [www.FARMserver.com](http://www.FARMserver.com).

#### **About FieldWatch**

FieldWatch is a non-profit company whose mission since 2008 is to develop and provide easy-to-use, reliable, accurate and secure mapping tools intended to enhance communications that promote awareness and stewardship activities between crop producers, beekeepers and pesticide applicators. For more information about FieldWatch or its registries, DriftWatch, BeeCheck, SeedFieldCheck and FieldCheck, go to [www.fieldwatch.com](http://www.fieldwatch.com).