

# Mapping to Improve Stewardship



**Member Meeting  
February 13, 2024**



# OUR MISSION

To develop and provide easy-to-use, reliable, accurate and secure online mapping tools intended to enhance communications that promote awareness and stewardship activities between growers, beekeepers and pesticide applicators.

- **NATIONAL CROP AND APIARY REGISTRY**
- **NON-PROFIT**
- **VOLUNTARY**
- **FREE**

**FieldWatch**® enables collaboration and cooperation across the agriculture value chain.

**FieldWatch**



# CASE STUDY



## RED GOLD TOMATO GROWERS REDUCE CROP DAMAGE DUE TO DRIFT THANKS TO DRIFTWATCH

2008 → 2009 → 2010 → NOW

>\$750,000  
CLAIMS DUE  
TO DRIFT

DRIFT INCIDENTS  
REDUCED  
BY 50%;  
DAMAGE REDUCED  
BY 90%

NEGLIGIBLE  
DAMAGE DUE  
TO DRIFT

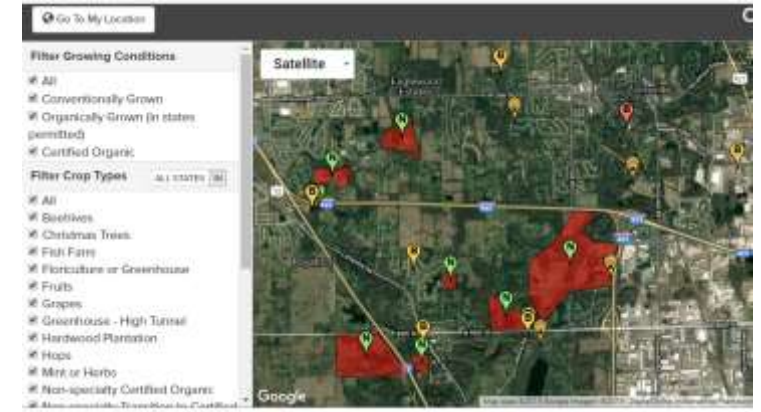


“ Since participating in DriftWatch, our commercial tomato producers have experienced a precipitous drop in claims due to drift. ”

- Steve Smith, Director of Agriculture, Red Gold

# HOW DO MAPPING REGISTRIES IMPROVE STEWARDSHIP AND PROMOTE SUSTAINABILITY?

- Enable sustainability by reducing the impact on pollinators, non-target plants and people from unintended pesticide drift.
- Growers and beekeepers map the locations of their fields, hives and the crops they grow.
- Pesticide applicators review FieldCheck® for locations mapped by growers and beekeepers before spraying to improve decision-making.



# FIELDWATCH ONLINE MAPPING REGISTRIES

## MAPPING TOOLS



**USED BY:** 40,000+ growers of sensitive, specialty (fruits, vegetables and organic crops) and row crops

**FOCUS:** Sensitive / specialty crops; conventional row crops



**USED BY:** 45,000+ beekeepers with 557,000+ beehives

**FOCUS:** Bees and pollinators



**USED BY:** Seed corn companies and applicators with over 440,000 acres

**FOCUS:** Field workers in seed production



**USED BY:** 14,000+ pesticide applicators, applicators spraying lawns, mosquito control, right of way, and vegetation management

*\*likely an additional **30,000+** via software partners*

**FOCUS:** Sensitive and conventional crops, bees, field workers

## MOBILE APPS



**FieldCheck by FieldWatch**  
FieldWatch, Inc.  
E Everyone



INSTALL

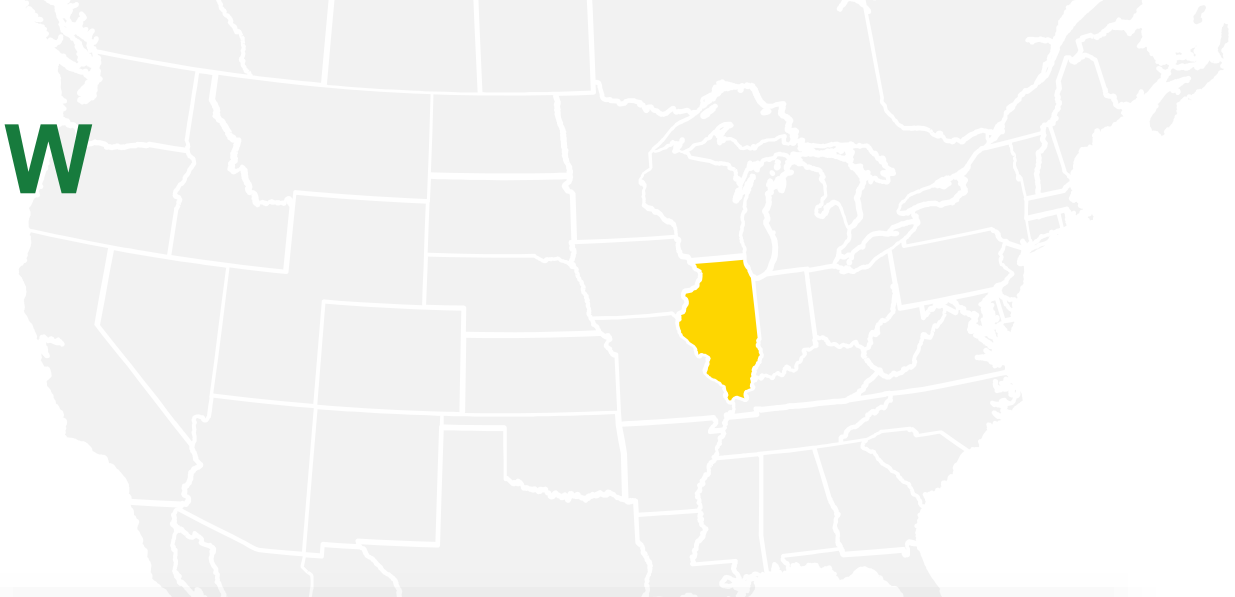
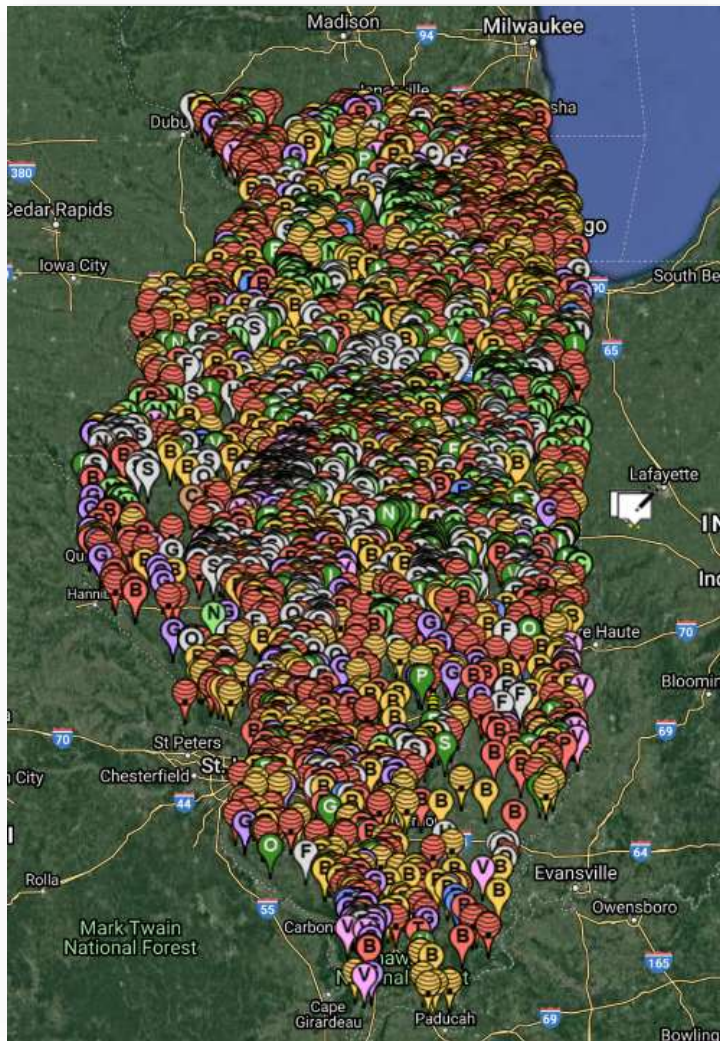


**BeeCheck**  
FieldWatch, Inc.  
E Everyone



INSTALL

# ILLINOIS STATE VIEW



Specialty Crop Area IL-1146

Approximately 434.3 acres

Certified Organic  
ECCOMTACO 90018US12012  
Submitted 02/09/2011 Approved 02/09/2011  
Updated 01/21/2022

Site expires from map after 03/31/2023

NON-SPECIALTY  
CERTIFIED ORGANIC  
POLLINATOR SERVICES

Information

<b>Producer:</b> Jack Ensmen	<b>Notes:</b> Row crops, small grain and pasture/hay - all certified organic.
<b>Email:</b> <a href="mailto:jnjes@pwr-net.coop">jnjes@pwr-net.coop</a>	<b>Center:</b> Latitude: 39.426525 Longitude: -89.049418
<b>Address:</b> 781 US Hwy 51 Pana IL 62557	
<b>Phone:</b> 217-226-4050	

[Report a problem with this site](#) Close

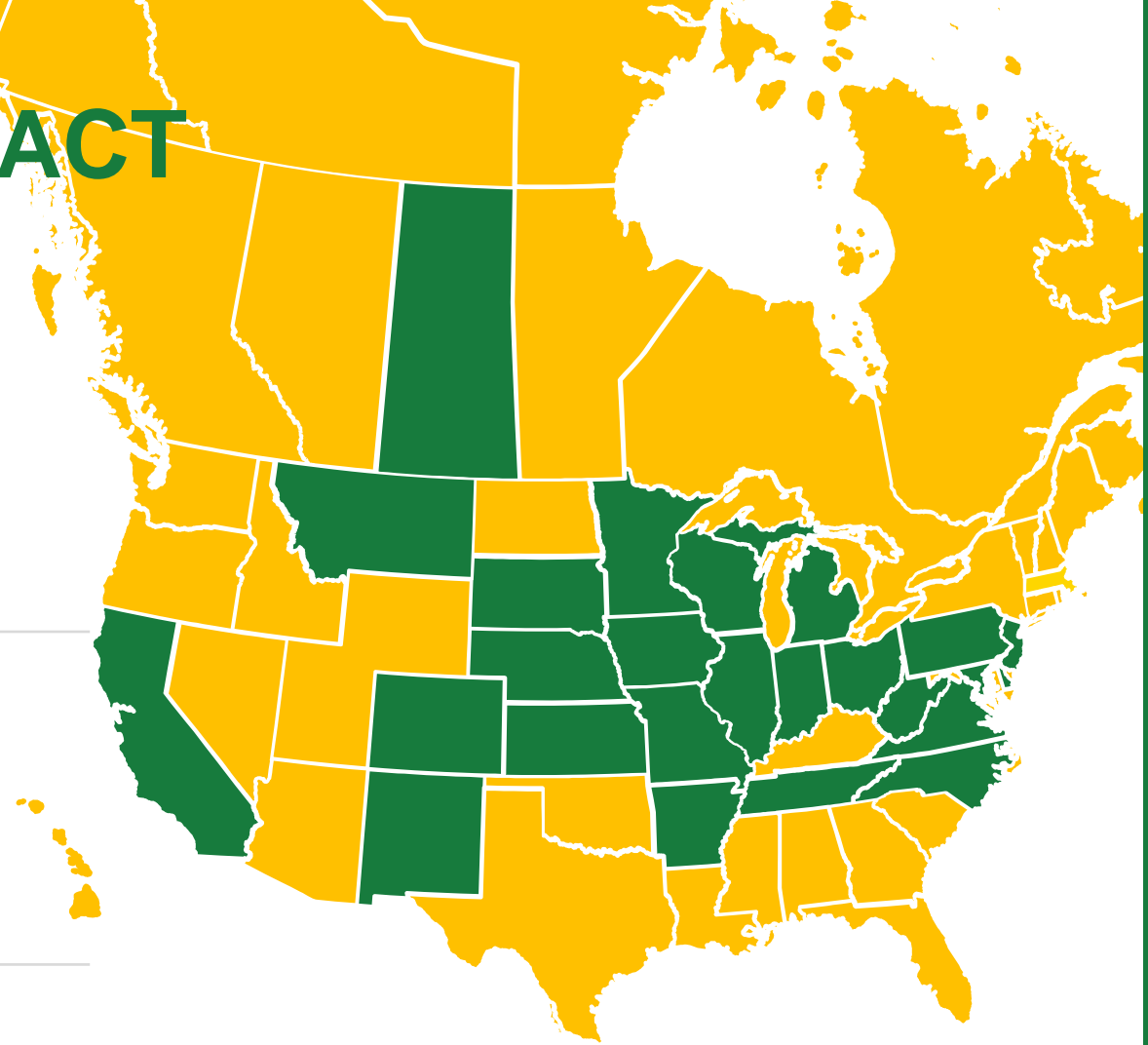


# FIELDWATCH® 2023 IMPACT

**24 STATES +1 PROVINCE**  
**+ Washington, DC**

**TOP STATES FOR  
PRODUCER USE**  
**IL, IN, IA**

**TOP STATES FOR  
BEEKEEPER USE**  
**CA, IA, SK, NC, IL**

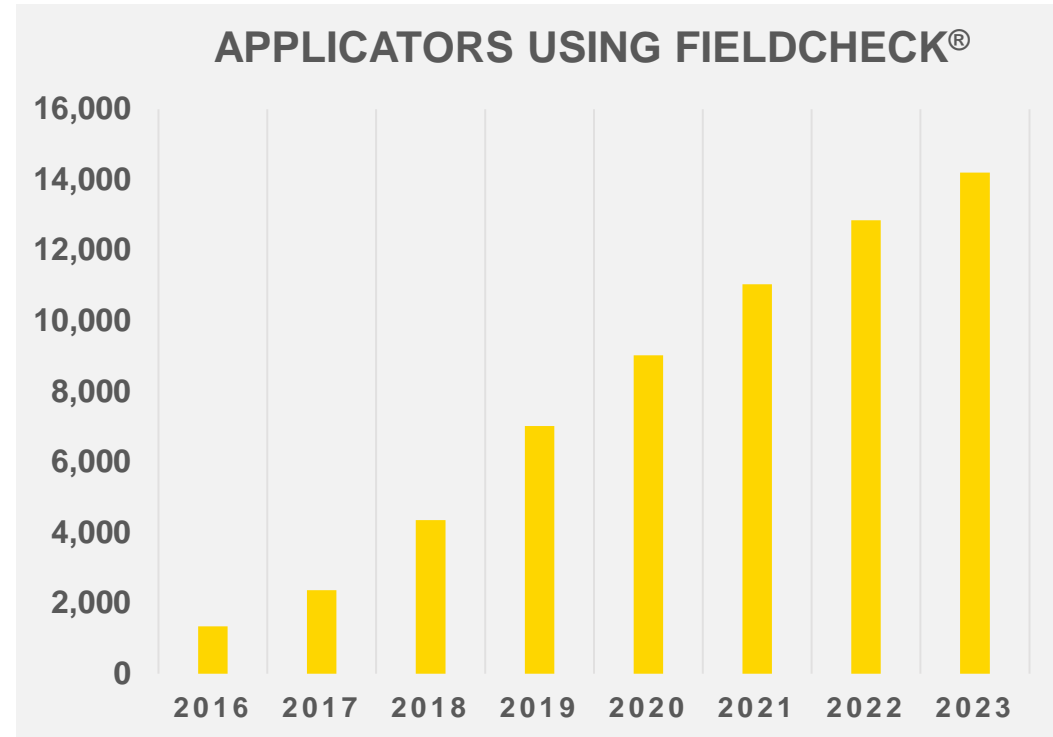
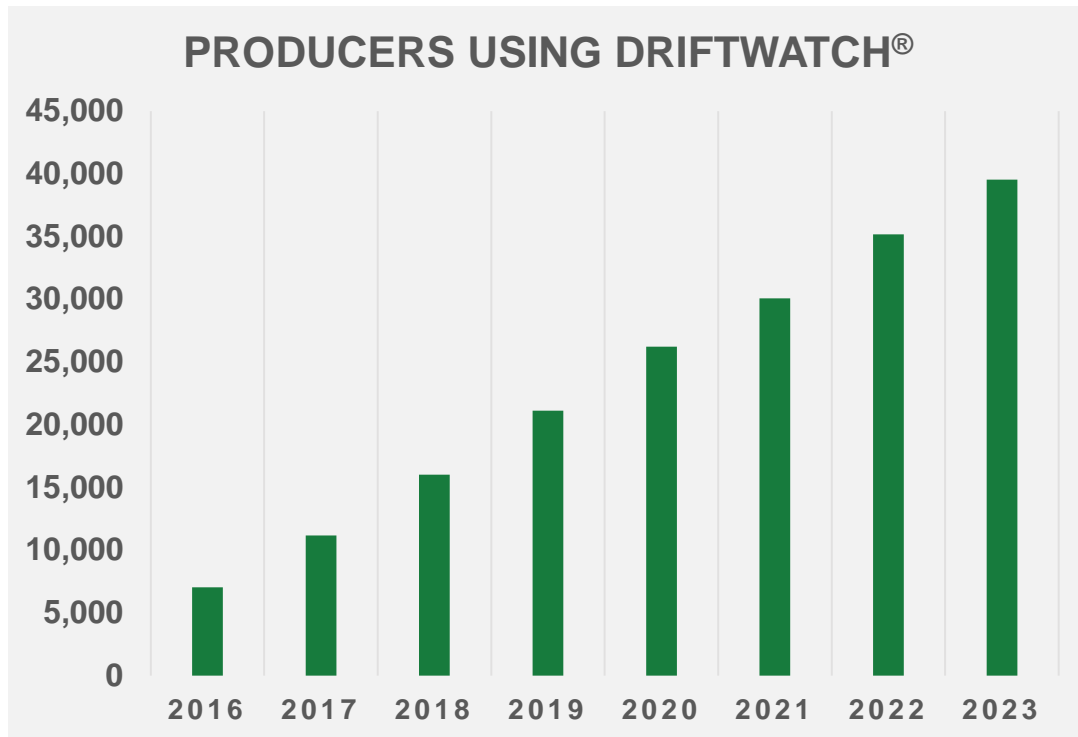


**53,000+**  
INDIVIDUAL  
USERS

**68,000+**  
REGISTERED  
SITES

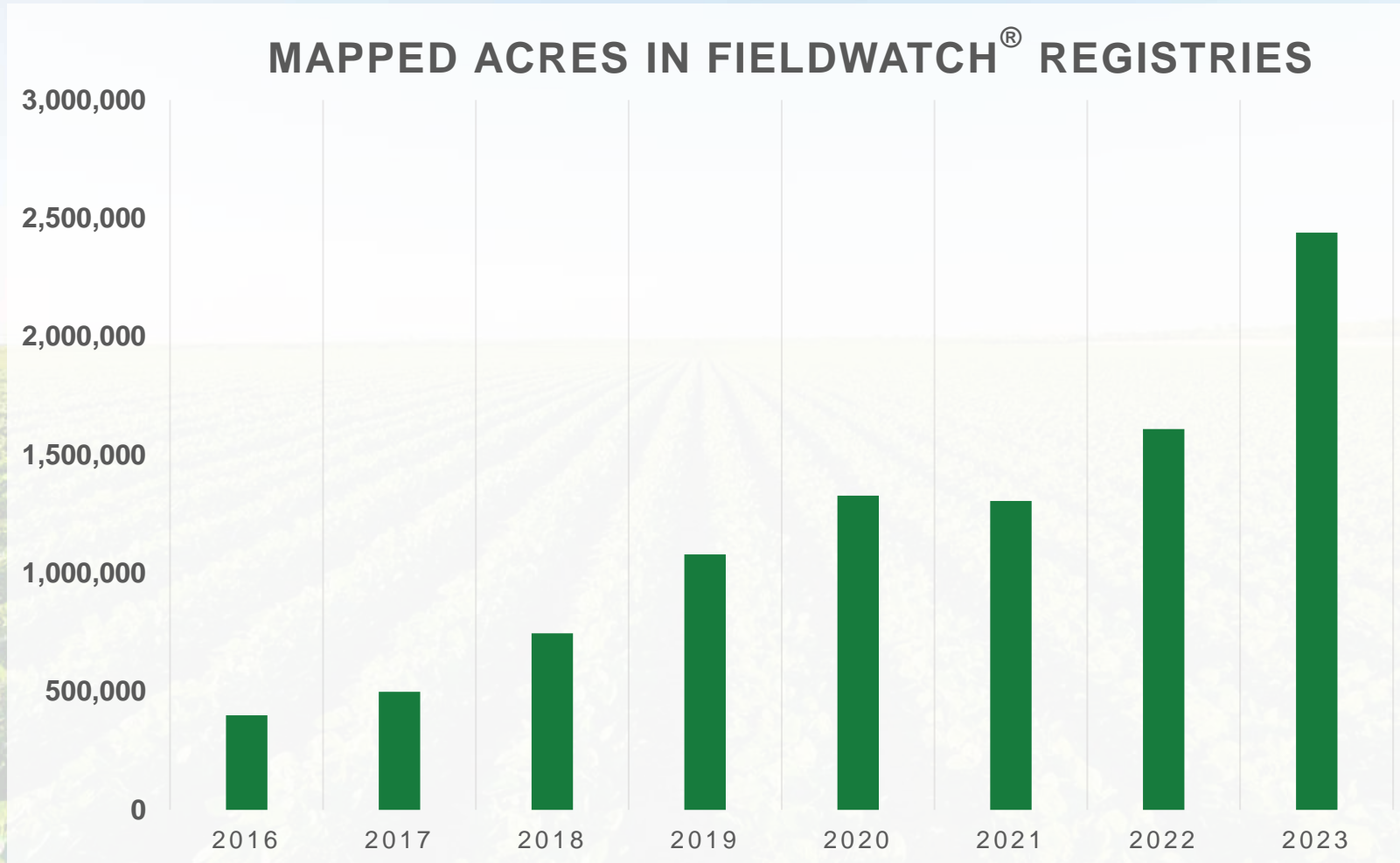
**2.44M +**  
MAPPED  
ACRES

# Growth in use by producers and applicators





# Growth in Mapped Acres

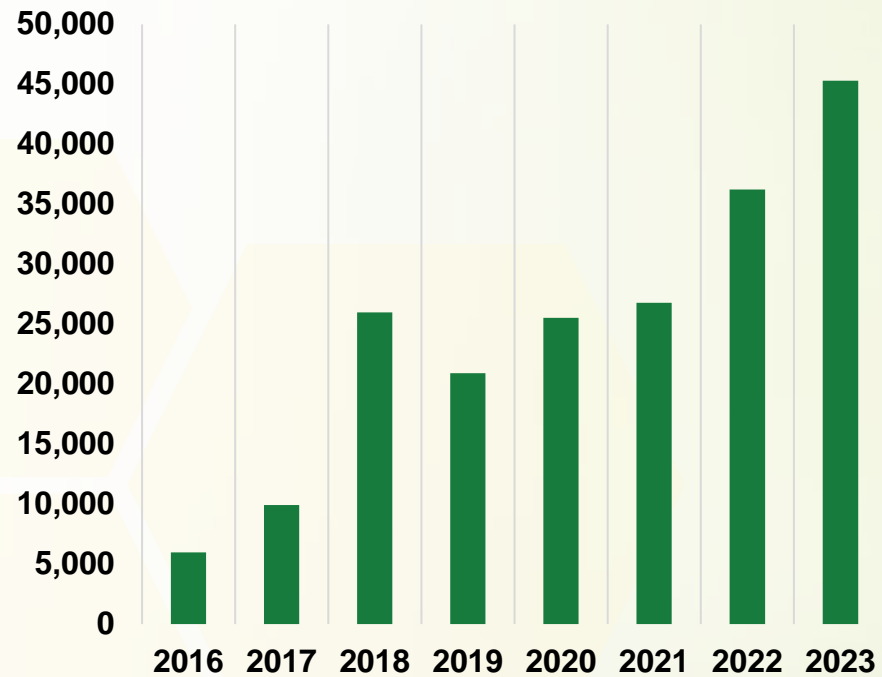


\* 2020 – 2023 figures include data from the SeedFieldCheck registry as well.

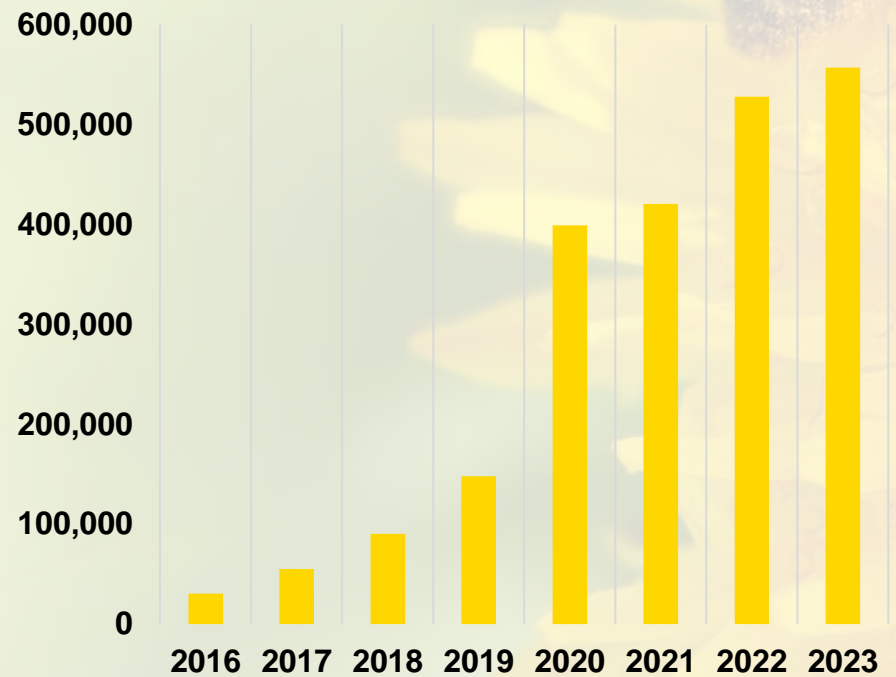
# Growth in use among Beekeepers



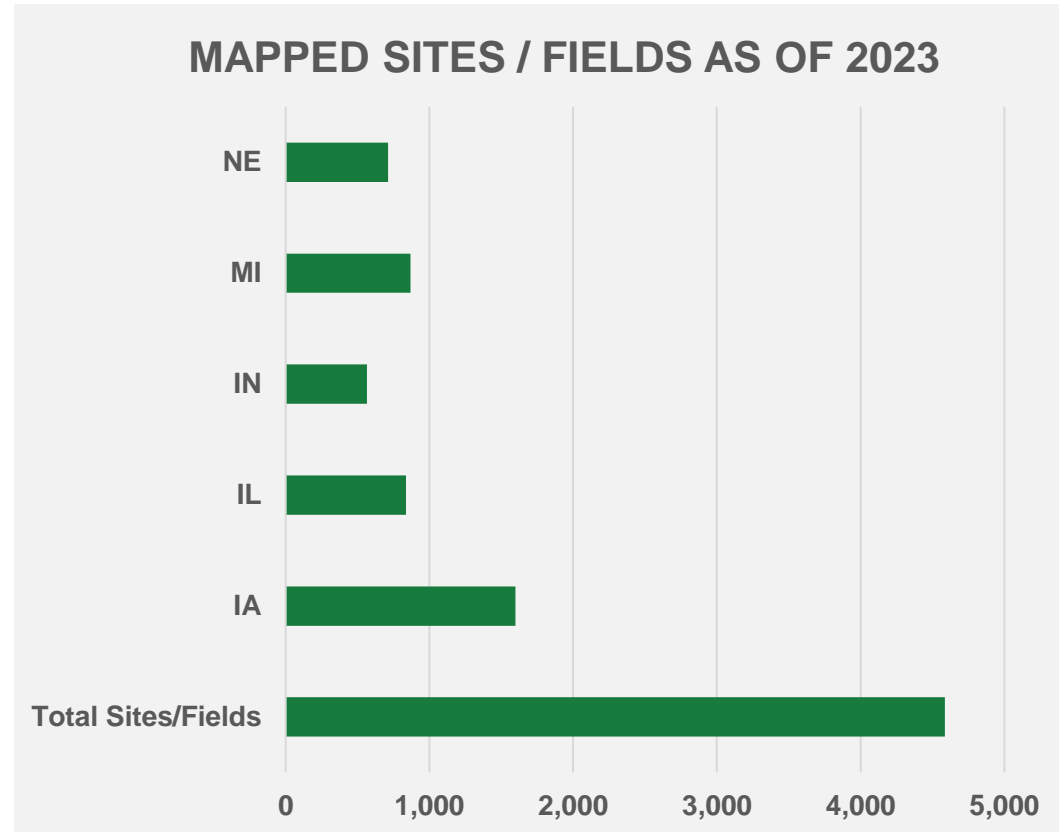
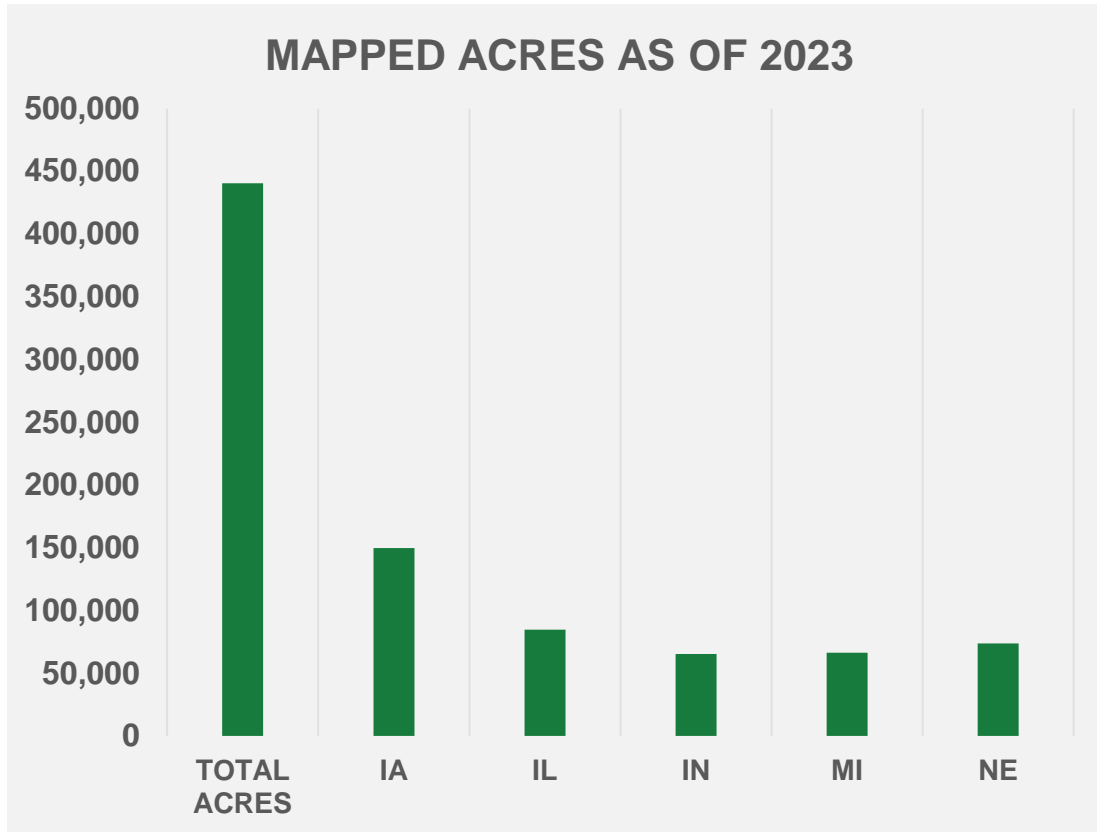
### BEEKEEPERS USING BEECHECK



### HIVES REGISTERED



# SeedFieldCheck® Adoption



LAUNCHED: 2020

STATES: IA, NE, IL, IN, MI, MN, OH, WI

# IMPACT

- FieldWatch® is working with State Departments of Agriculture and University Extension Services on an ongoing basis to collect and analyze trends in reported incidents since the adoption of FieldWatch® registries.
- Support from national trade associations, such as CLA, NAAA, and ARA, support ongoing efforts to minimize impact if drift on unintended targets.
- Double digit growth for 10 years is an affirmation of stewardship.



# FEEDBACK FROM DRIFTWATCH USERS

This is what we heard from **DriftWatch** users who responded to our 2021 survey:



“Local co-op said they appreciate me using FieldWatch.”

*- Producer, NE*

“I feel DriftWatch is a great tool. I’m very fortunate for it as It’s likely saved our orchard.”

*- Producer, OH*

“I really appreciate this service. I have been contacted by the utility company and herbicide contractors prior to their work near our farm.”

*- Producer, NE*



“I really appreciate DriftWatch/FieldWatch as a tool to prevent drift and damage to nearby properties that are registered. I call EVERY beekeeper within 2 miles of an application and give them at least 24 hours notice in case they may want to pen the bees up the night before the application.”

*– Aerial Applicator, IN*

# FEEDBACK FROM BEECHECK USERS

This is what we heard from **BeeCheck** users who responded to our 2021 survey:



“Recently the crop-dusting outfit in our area called me to give me time to lock my bees up before they sprayed. Good job, FieldWatch!”

*Beekeeper, IN*

“I was actually contacted by an arial sprayer the evening before they sprayed!!! It was great!!! I brought them a jar of honey to show my appreciation!!”

*Beekeeper, IA*

“I know the site works. I’ve had sprayer operators call me to confirm where the hives are located and to make sure it was ok to spray with the current wind direction. They also ask questions about the best times to spray.”

*- Beekeeper, NE*



# FieldWatch Technology Partners:



Inclusion by software companies multiplies FieldWatch's reach 10x.  
Current estimate is 30,000+ applicators using Precision Ag Software.  
Consult your Precision Ag platform to see if FieldWatch data is possible.



# HIGHLIGHT

## ILLINOIS FARM BUREAU / IL DEPT OF AG / IFCA PARTNER WITH FIELDWATCH

**Promoting Stewardship in Agriculture**

Free/voluntary Illinois mapping registries that show locations of crop fields, beehives, and field workers to help pesticide applicators avoid sensitive crops, pollinators and workers

Learn more and register at: <https://fieldwatch.com/>

Supported by:

**Promoting Stewardship in Agriculture**

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# EXPAND YOUR IMPACT WITH FIELDWATCH

## OUR MEMBERSHIP:

- MEMBER STATES
- SPONSORS  
(Food/Ag Companies, Retailers)
- TRADE ASSOCIATIONS
- APPLICATORS
- PRODUCERS
- FRIENDS OF FieldWatch



# WHY PARTNER WITH FIELDWATCH?

- Support a **voluntary** and free resource available to growers, applicators, beekeepers and seed corn companies to enhance stewardship
- Advance ESG (Environmental, Social and Governance) commitments
- Protect pollinators and biodiversity
- Reduce regulatory pressures and foster social license to operate



# HOW CAN YOU MAXIMIZE THE VALUE OF OUR PARTNERSHIP?

- Introduce FieldWatch to a broader circle in your organization, e.g., sustainability, stewardship, regulatory, communication, agronomy, industry and government affairs functions.
- Highlight the partnership with FieldWatch in your stewardship communications materials and sustainability reports. E.g.,
  - [BASF On Target Application Academy](#)
  - [Syngenta Thrive Magazine](#)
  - [Nutrien's partnerships that advance sustainability](#)
  - [Bayer's Sustainable Pesticide Management Report](#)



# TOOLS FOR FIELD LEVEL COMMUNICATIONS

## GROWERS

**Promoting Stewardship in Agriculture**

FieldWatch® is a non-profit company with a web-based mapping, logging, and reporting system that promotes communication between producers of specialty and row crops, beekeepers, and pesticide applicators in support of ongoing stewardship activities. FieldWatch is a trusted source of crop and apiary data in North America promoting sustainability for plants, pollinators, people and planet.

FieldWatch offers free, accurate and timely crop and apiary data with advanced tools like Google Maps™ interface.

Designed by Purdue University Agricultural and Biological Engineering Department with input and support from Purdue University Cooperative Extension.

**FieldWatch Registries**

Growers of specialty, organic and conventional crops, seed producers, and beekeepers use dedicated registries to identify and map the locations of crop fields, apiaries or seed field work areas. Pesticide applicators should avoid:

- cropcheck**
  - Allows specialty row crop growers to map the locations of their crops and provide contact information.
  - CropCheck has been added to FieldWatch as of the 2022 growing season, allowing the registration of organic and conventional row crops in applicable row crops in all states.
  - Includes all crops included in state annual crop/seed list.
  - Over 80 specialty crops included.
- beecheck**
  - Allows beekeepers to map the locations of their apiaries and provide contact information.
  - Available in all states that are members of FieldWatch.
- cropcheck**
  - Allows row crop producers to map the location of their organic and conventional row crops and herbicide crops.
  - Also integrated with FieldWatch.
- FieldCheck**
  - Single source for applicators to access information from all of FieldWatch's registries.
  - Also available as an app on iOS and Android.

Pesticide applicators check the registry for locations marked on the map before spraying to improve decision-making and avoid damage from spray drift.

**Register Today at [FieldWatch.com](https://fieldwatch.com)**

Follow Us: [@fieldwatchcom](https://fieldwatch.com) <https://fieldwatch.com> Email Us: [info@fieldwatch.com](mailto:info@fieldwatch.com)  
FieldWatch, Inc. 1287 West Heidelberg Blvd, Suite 1200, West Lafayette, IN 47906

Communication • Cooperation • Collaboration • Successful Co-Existence

Link [here](https://fieldwatch.com)

## BEEKEEPERS

**Map Your Apiaries!**  
Help Pesticide Applicators Avoid Your Hives

FieldWatch® is a non-profit with a web-based mapping, registry that promotes communication between pesticide applicators, beekeepers and crop producers in support of ongoing stewardship activities. FieldWatch is a trusted source of crop and apiary data in North America promoting sustainability for pollinators, plants and people.

FieldWatch offers free, accurate and timely crop and apiary data with advanced tools like Google Maps™ interface.

Designed by Purdue University Agricultural and Biological Engineering Department with input and support from Purdue University Cooperative Extension.

**beecheck**

**A Free and Voluntary Tool for Beekeepers**

Map the locations of your hives in the BeeCheck online registry. Pesticide applicators can consult this registry before spraying to improve decision-making and minimize damage from spray drift.

**Register Today [beecheck.org](https://beecheck.org)**

Download the BeeCheck app for iOS and Android from the Apple Store and the Google Play Store or use these QR codes:

24 US States (Alabama, IL, Indiana, MI, Missouri, ND, Ohio, SD, VA, WI, WV, KY)

545,000+ contacts added  
38,000+ hives added

Register Today at [fieldcheck.org](https://fieldcheck.org)

Or Download the FieldCheck app for iOS and Android from the Apple Store and the Google Play Store.

Follow Us: [@fieldwatchcom](https://fieldwatch.com) <https://fieldwatch.com> Email Us: [info@fieldwatch.com](mailto:info@fieldwatch.com)  
FieldWatch, Inc. 1287 West Heidelberg Blvd, Suite 1200, West Lafayette, IN 47906

Link [here](https://beecheck.org)

## APPLICATORS

**Check Before You Spray!**  
Practicing Stewardship in Pesticide Application

FieldWatch® is a non-profit with a web-based mapping, registry that promotes communication between pesticide applicators, crop producers, and beekeepers in support of ongoing stewardship activities. FieldWatch is a trusted source of crop and apiary data in North America promoting sustainability for plants, pollinators and people.

FieldWatch offers free, accurate and timely crop and apiary data with advanced tools like Google Maps™ interface.

FieldWatch operates CropCheck®, BeeCheck®, CropCheck®, and the FieldCheck® registries.

Designed by Purdue University Agricultural and Biological Engineering Department with input and support from Purdue University Cooperative Extension.

**fieldcheck**

**A Critical Tool for Pesticide Applicators**

Visit the FieldCheck map before spraying to locate areas identified for sensitivity to improve decision-making and avoid damage from spray drift.

**Use FieldCheck if You Work In:**

- Agriculture (ground and aerial)
- Pesticide management for signs of weed and invasive species
- Weeds control
- Invasive management
- Fuel and environmental goals
- Provides alerts in applications when row and field-level areas are added to the registry map.

**Locate Sensitive Areas Mapped for View by Users of FieldWatch's Registries:**

- Apiaries
- Specialty crop locations
- Row crops in select states
- Presence and location of seed field work areas in row crop production states

**Register Today at [fieldcheck.org](https://fieldcheck.org)**

Or Download the FieldCheck app for iOS and Android from the Apple Store and the Google Play Store.

52,000+ contacts added  
42,000+ hives added  
1.3M+ crop acres

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Link [here](https://fieldcheck.org)

# Field Signs Available

To further promote awareness & communication in the field

