



New Products

► Introducing products, services for cattlemen; compiled by *Linda Robbins*, assistant editor

Real-time data access

Iteris Inc. has released ClearAg™ Prime, the latest in a series of application programming interfaces (API) that can be readily integrated with third-party agricultural software applications.

The API provides real-time access to the company's cloud-based ClearAg data analysis platform, which combines the power of big data and analytics with the seasoned experience of the company's in-house staff of growers, agronomists, meteorologists and data scientists.

The product allows single-platform customer access to soil condition modeling, field accessibility and climatology norms. This is in addition to 30 years of historical and forecast weather information, growing degree days, hail data, Nowcast and map visualizations that cover field-specific weather information to a 1×1 kilometer resolution. The API's soil condition modeling also incorporates data involving soil temperature, moisture history and forecast information, for a comprehensive planting intelligence platform.

Users can access planting advisory services that deliver multi-faceted information regarding planting operations, field accessibility and expected seasonal growth metrics. The content and modeling platform can also chart crop growth models while providing actionable data for daily decision-support at critical times throughout the remaining growing season.

The ClearAg Prime API and application guide is available at www.clearag.com.

New forages

The Samuel Roberts Noble Foundation forage breeding program has developed four new small-grains varieties during the past few years.

The Noble Foundation's small-grains breeding program continues to focus on creating dual-purpose varieties with improved forage qualities — better fall production, the ability to recover after grazing, and better overall forage yields to benefit livestock production in the Southern Great Plains and southeastern United States.

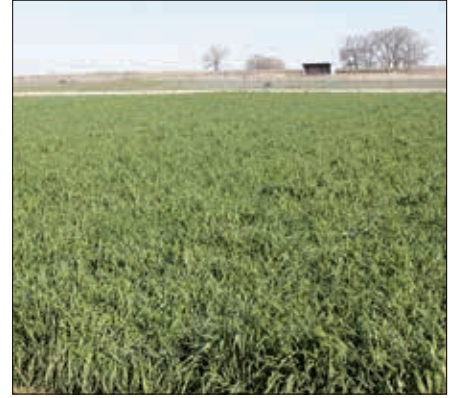
This ongoing work has produced four new varieties of small grains during the past few years. These varieties will now be commercialized by Oklahoma Genetics Inc.



Wheat NF101



Triticale NF201



Maton II Rye (NF306)



Oat NF402

Wheat NF101: NF101 is the first wheat variety developed at the Noble Foundation for high fall and winter yield suitable for sustainable forage production and better grain production. NF101 produced the greatest fall-winter forage yield when compared to other varieties during seven years of testing. NF101 is well-adapted to southern Oklahoma, northern Texas and the southeastern United States.

“It is an excellent choice for producers wanting to maximize fall forage production under rain-fed conditions,” said Mike Trammell, Noble Foundation plant breeder.

Triticale NF201: NF201 triticale is an alternative small-grains forage for producers. NF201 is best adapted to the areas of southern Oklahoma and northern Texas. It is more productive on marginal lands and requires less management under stressful conditions compared to wheat, according to Trammell.

Maton II Rye (NF306): Maton II (NF306) is intended for use in fall through winter

grazing systems and builds upon the Noble Foundation's previous release, Maton. Maton II produces more total forage when compared to the commonly grown rye varieties in southern Oklahoma, with more than half of its total yield produced during the early growing season. Maton II is suited for light-textured and sandy-loam soils. It is well-adapted to southern Oklahoma, northern and eastern Texas, and the southeastern United States.

Oat NF402: NF402 is a winter-type forage oat intended for pasture and forage production. In seven years of testing, NF402 produced more total forage than most commonly grown oat varieties with nearly half of the production occurring during the fall and winter.

This oat variety was selected and released based on superior forage production, especially in the fall and winter, compared to standard oat cultivars.

“The early fall-winter forage production of this oat is particularly valuable, allowing

producers better flexibility for earlier grazing or increased stockpiling,” Trammell said.

For more information on these new varieties, contact the Noble Foundation at www.noble.org for the Forages for the Southern Great Plains brochure.

How-to videos

The U.S. Farmers & Ranchers Alliance® (USFRA®) has launched an online video series (*How to Farm*) on its website www.FoodDialogues.com. Hosted by blogger Kelly Snyder (www.redefinedmom.com), the videos illustrate different farming practices. The educational videos, ranging from two to four minutes, highlight the daily activities of farmers and ranchers across the nation who grow and raise our food. The first four videos give viewers an up-close look at just how farmers grow and raise food, including:

- ▶ How to Milk 1,200 Cows
(http://youtu.be/H4nYvLbjZ_A; filmed with Brian Rexing at New Generation Dairy in Indiana);
- ▶ How to Care for 7,000 Pigs
(<http://youtu.be/yBqcm-jNxSI>; filmed with Art Braundmeier at the Maschhoffs in Illinois);
- ▶ How to Use Trash to Help Crops Grow
(<http://youtu.be/GOdHYN0O-zM>; filmed on Len Corzine’s farm in Illinois); and
- ▶ How to Gather 50,000 Eggs a Day
(<http://youtu.be/iIRFZKuHTE>; filmed with Ron Campbell at Opal Foods in Missouri).

The Redefined Mom, aka Kelly Snyder, is a blogger mom of two based in Kansas City. She visited four Midwest farms to learn just how farmers and ranchers do what they do every day — and why. The videos also highlight new technology used on farms and ranches today and address common misconceptions about food production. The video series is available on YouTube and in the Videos section of USFRA’s website in the *How to Farm* section.

For more information contact Joanna Schroeder at jschroeder@usfraonline.org or at 636-751-5725.

