

LIVETRACE

MERCIAN admit that they knew very little about operating on a web-based platform back in 2008 when the business was established but now, seven years on, managing director Phillip Kemp has set up a new company to do just that. LiveTrace Ltd supplies software for Mercian growers and companies including HZPC and Superfog, with several projects in development. All data are held on Cloud servers allowing users to login from any device (including an iPad or iPhone) for 'unrivalled flexibility'.

LiveTrace is said to be leading the way for online crop recording, Red Tractor audits, yield predictions and store management through a private website where users can manage all their data. Automatic syncing means that information collected using the LiveTrace Apps can't be lost even when users are out of reach of an internet connection. It also means they can access data instantly.

Mercian's Grower Management App is described as simple and intuitive. Farmers, agronomists and customers are given different levels of access and programs are written using code which allows seamless integration with third-party systems such as Muddyboots' Greenlight.

LiveTrace follows crop development from planting to harvest at specific growth stages throughout the season. Actual soil temperatures are recorded using a USB datalogger to help identify possible trends. The data can be used to write reports or to show how crops compare to previous years. Progress can also be graphed against an ideal growth curve; this facility is said to be espe-

GIVES 'REAL PRECISION'

and potato harvesters gathering dust and not being used to improve crop performance,' explains managing director Jim Wilson. 'We can take data from any harvester, clean it up and create maps to highlight within-field and within-farm variability.'

'By identifying the underlying yield potential we can create application maps to tailor inputs to ensure that the grower gets the best return on the cost of growing a crop.'

One customer who used the service recently told Mr Wilson: 'I had six years of data sitting doing nothing but now I have the power to see exactly how my land is working. **Stand B24**



cially useful when growing potatoes for a particular delivery period or to predict final yields.

Mercian's seed App is similar to the growth stage system but with information specifically designed to help growers build up a picture of how seed development affects ware crops. Exporters have the option of allowing customers to access the database while breeders may find it useful to monitor seed trials with multi-user access. A storage App logs daily checks, Red Tractor audit information and CIPC application records. It will generate harvest intervals while monitoring energy use and cost per tonne. **Stand C21**

A NEW product from SoilEssentials Ltd is designed to tackle the mountains of 'dormant' yield maps on farmers' desks. EssentialsAnalysis will create multi-season maps from historical data. 'Many growers have several years of maps from combine

THE latest innovation from Crop Systems gives store managers the wherewithal to monitor and control their stores from a smartphone or tablet. SmartStor replaces any 'make of controller giving users a 'new brain' to manage existing equipment so they can log in and apply changes remotely.

With the majority of new stores now being fitted with solar panels SmartStor will help optimise energy use to reduce mains electricity consumption. It even allows energy produced on one store roof to be transferred to adjoining buildings.

The system offers a 'lone worker alarm' using a swipe card or keyed entry system, issuing an alert if an operator fails to log out from the store within a given time. Another piece of software known as the CO₂ Accumulator, tracks air quality with a view to preventing long term issues in storage. **Stand B17**