



SUSTAINABILITY: Nature's Eye uncovers powerful real-world solutions that are dedicated to the benefit of humanity. For the major food based corporations, agricultural production is such a large portion of the energy pie, it has the greatest opportunity and potential to make a difference in the corporate bottom line as well as presenting a good stewardship message to their customers.



ACCOUNTABILITY: The interpretations that Nature's Eye provides can be used as a validation tool to showcase efforts to increase water use efficiencies and energy productivity. The idea is to take complex networks of improved efficiencies and make it simple and accurate.



MANAGEABILITY: When irrigation water applications exceed the needs of crop production, efficiencies are lost, operational costs increase and fertilizer/chemical laden water moves off-site into the nation's aquifers, reservoirs and watersheds. As such, Ag Management Strategies uses leading edge innovations in data collection and analysis in agriculture to not only increase production efficiencies and improve yields, but to reduce fertilizer runoff that directly impacts society's precious water supplies.



PROFITABILITY: It is fair to say, that if agricultural irrigation can be improved, there is a positive effect on profits and yields. In the course of reducing energy required for irrigation pumping, fertilizer manufacturing and chemical manufacturing, Ag Management Strategies can lower operating costs and improve profits.