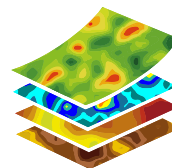


Improving productivity
Increasing profits
Ensuring sustainability



Omnia
Precision Agronomy

Our bespoke nutrient management service maximises crop performance and minimises input costs, whilst supporting clients in meeting their legislative requirements in relation to crop nutrition.

Omnia links soil and manure sampling and analysis techniques with complex nutritional management software to optimise fertiliser and organic manure usage whilst minimising costs.



Translating Data Into Knowledge

Case Study

Soil Sampling

Omnia

Case Study

Grassland Management

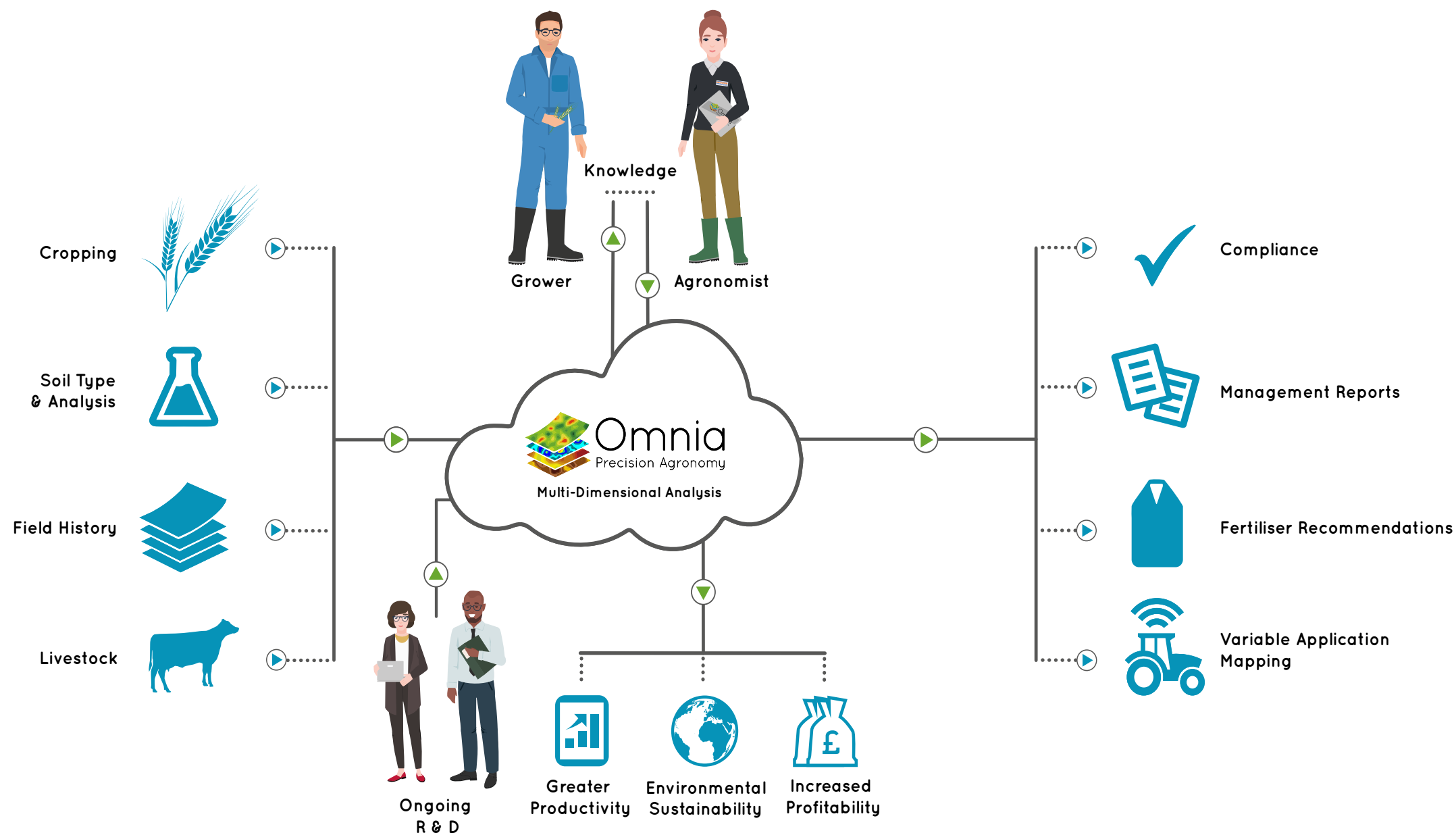
Precision Forage Production

Manure Management Planning

NVZ Risk Map

Case Study





Translating Data Into Knowledge

Growers have always relied upon the relationship with their agronomist to optimise their crop output. Omnia has been developed with this key partnership in mind.

Omnia will interpret existing information, whether this is digital or personal knowledge and experiences to give practical and effective advice.

Improving productivity, increasing profits and ensuring future sustainability.

“As economic criteria alter from year to year, this is going to be of even greater importance in the future”



96ha
Wheat



56ha
Oil Seed Rape



40ha
Barley



30ha
Potato

Jim Macaulay

Poplar Farm, Harwich

Jim Macaulay farms 253 hectares of arable crops at Poplar Farm near Harwich.

For the last 3 years he has been using Omnia and feels that he has benefited greatly from this improved targeting of crop nutrition. ‘I’ve saved a significant amount of P and K fertiliser and with it the associated cost’, he says.

“Omnia with its multi-layered analysis offers far more opportunities to manage effectively each and every area of the farm irrespective of field boundaries”.

“As economic criteria alter from year to year, this is going to be of even greater importance in the future”, he thinks

Because Omnia is cloud-based, it allows both him and Jim Woodward, his agronomist, to work on farm management plans on a day-to-day basis, each seeing what the other has done.

“This facility helps me tailor my recommendations more precisely to match the specific objectives of the farm” says Mr Woodward, “saving us both time and making the whole process more efficient”.



The key to
unlocking yield

Target nutrients
where they are
most needed



Micro nutrients are
essential to improve
the feed quality
of forage crops



Soil Sampling

Regular Soil sampling is essential to assess nutrient requirements and is now necessary to meet the new 'Farming Rules for Water' introduced in April 2018.

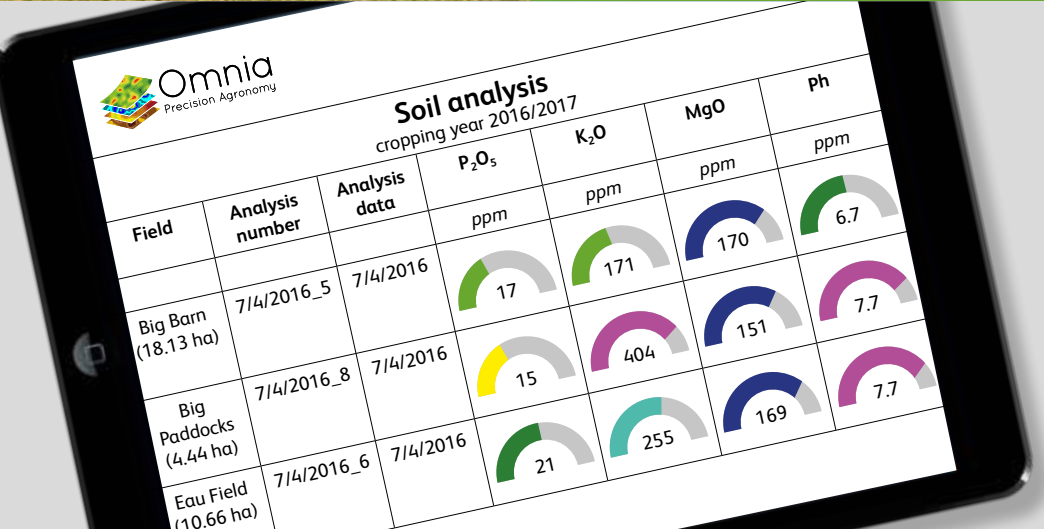
Soil pH	Influences nutrient interactions and root development
Phosphorous	Major influence on root development. Essential for biological nitrogen fixation
Potassium	Related to nitrogen uptake, carbohydrate formation and bulk plant development
Magnesium	Central to photosynthesis, key for efficient nitrogen and potassium uptake.
Soil Organic Matter	Essential for of stable soil structure, influencing nutrient and water retention and plant-microbe interactions

Thanks to Omnia I
know I am meeting
the 'Farming Rules
for Water'

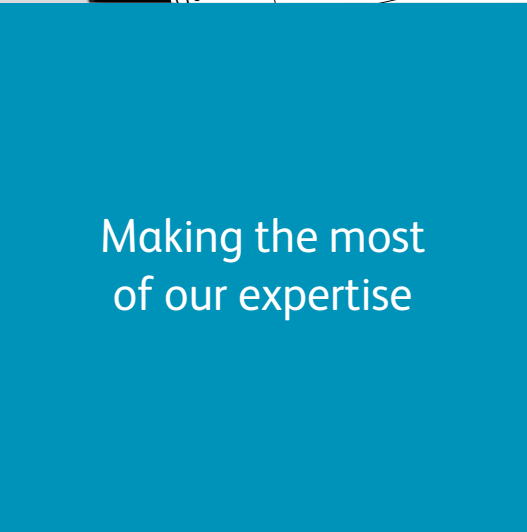




Delivers unrivalled whole field seed and nutritional planning



Available for Growers to use, or delivered by a FACTS qualified Omnia specialist



Making the most of our expertise



Optimise fertiliser use for yield and quality

Omnia

Omnia delivers unrivalled whole field seed and nutritional planning and reduces the workload associated with producing NVZ compliance data for inspections. Growers can use Omnia themselves, or choose a service delivered by an Omnia specialist.

Nitrogen calculations are fully justified to meet specific farm needs. Regular soil sampling can be included within the service to ensure the most effective use of P, K, Mg and S and the absolute efficiency of N use and to meet the new 'Farming Rules for Water'.

Managing pH is critical for optimum nutrient uptake.

In addition Omnia can be used to measure other essential soil attributes;

- Organic matter
- Cationic exchange Capacity
- Micronutrients

With Omnia advice, I target my fertiliser to get maximum benefit



“The peace of mind that comes from knowing that when an inspector calls, the fact that my records are in order makes the Omnia system excellent value for money”



80 beef cattle



250 sheep



20ha cereals



75ha grass

Janet Bennett

Maltshovel Farm, Staffordshire

Janet Bennett of Maltshovel Farm, Church Eaton, near Stafford runs a mixed farming enterprise in an NVZ, comprising of 20 ha's of cereals, 75 ha's grass, 80 head of beef cattle and 230 sheep.

Omnia Manure Management is used for all home produced and imported manures as well as for generating fertiliser recommendations for the arable cropping.

“I work closely with my agronomist Ed Brown to ensure that I am within the law and compliant at all times with regards to NVZ rules, and Omnia allows me to do this easily and with everything in one place,” she says.

“The peace of mind that comes from knowing that when an inspector calls, the fact that my records are in order makes the Omnia system excellent value for money”



Grassland Management

Optimum grass production is an essential management requirement for efficient dairy, beef and sheep businesses.

By using Omnia to enhance the nutritional quality of your grass, you can boost production and reduce the need for costly additives.

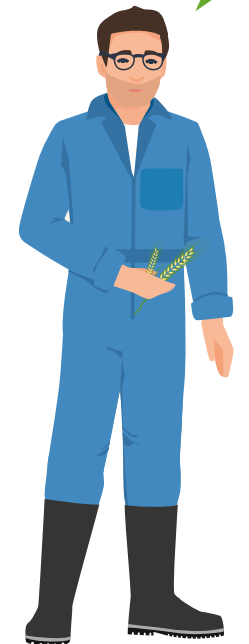
Digestibility – Nutrient management planning will provide more palatable grass for longer than those that are under-fertilised.

Protein – Influenced by the rate and timing of N fertilisation but also pH, Potash and Sulphur.

Dry Matter Content – Although primarily weather driven, DM can be influenced by poor growth associated with poor nutrition.

The nutritional requirements of grazing animals will not be adequate from poor quality forage, so maximising efficient grassland nutrition is crucial.

I use Omnia to improve the quality of my forage and reduce purchased feed costs.



Precision Forage Production

As pressures on margins intensify, forage producers are looking to precision technology to improve the quality and quantity of their forage.

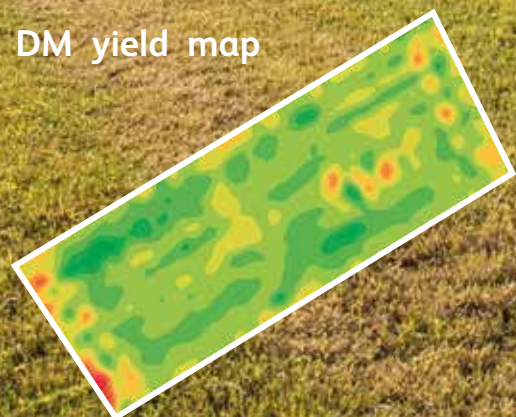
The ability to yield map forage crops is allowing producers to understand where the least and most productive areas are within the field and act accordingly.

Omnia allows you to use a yield map along with other layers of data eg. soil analysis and soil texture and target your management of each field to maximise productivity.

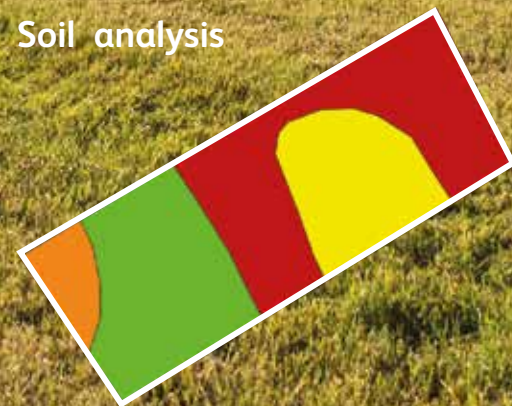
This unique Multi-Dimensional Analysis can use all of these layers to provide variable application prescriptions to balance quality, crop offtake and overall yield.

Whether producing forage for livestock or AD feedstock, high quality forage is essential to maximise output.

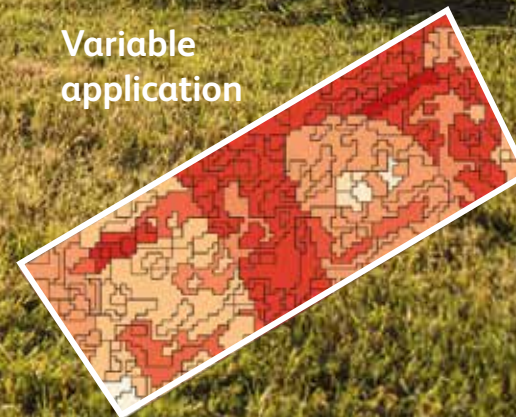
DM yield map



Soil analysis



Variable application





Speeds the
generation of
compliance reports

Calculates storage
capacity and allows for
predicted shortfalls
to be managed

Ensures your manure
application
plans meet
all regulations



Manure Management Planning

Considerable benefits can be made by utilising organic manures correctly. Manure and slurry should therefore be treated as a valuable resource of nutrients and organic matter.

An Omnia manure management plan is split into 5 specific sections;

1. Risk Map
2. The Farm Limit
3. The Field Limit
4. Storage
5. Imports and Exports.

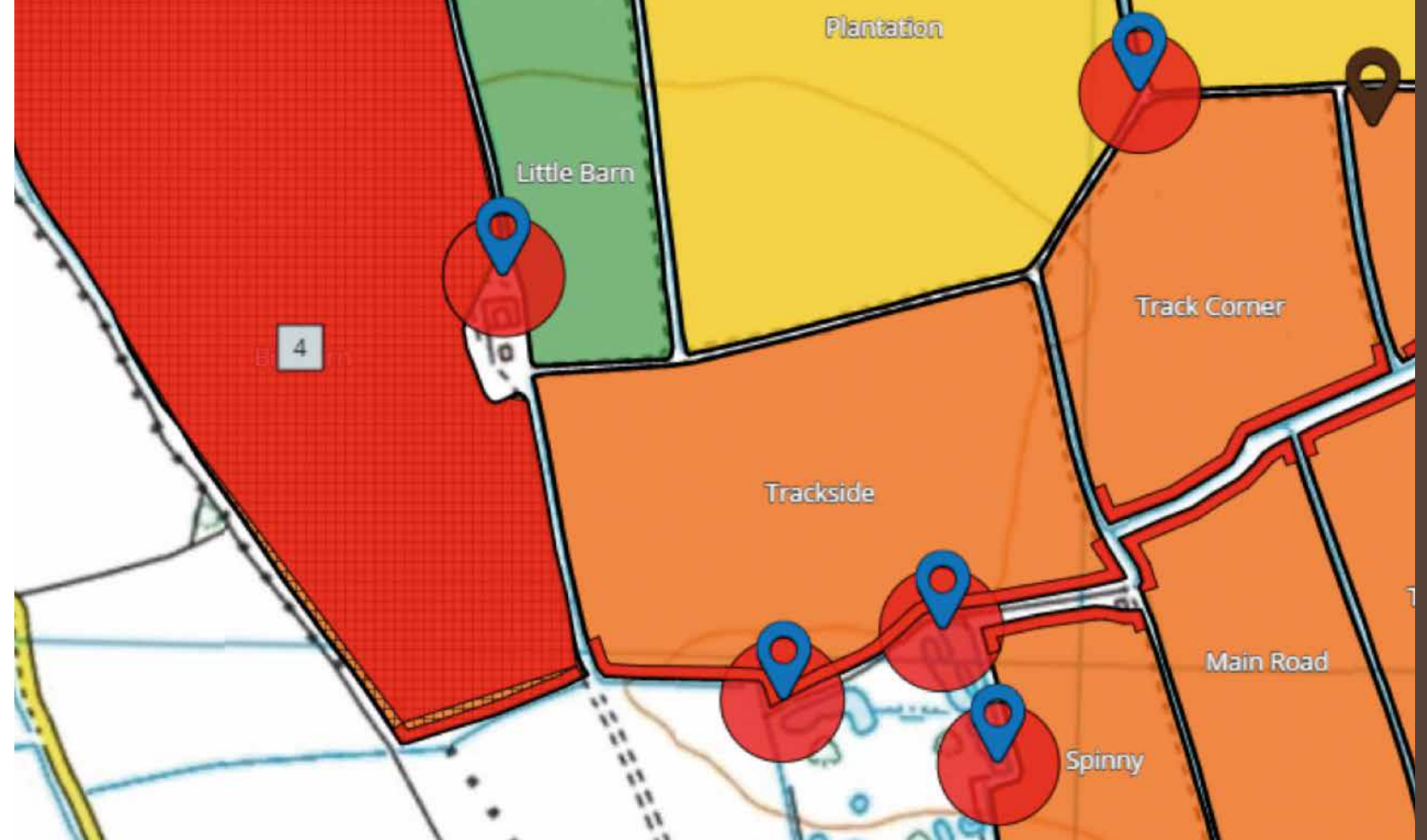
An Omnia manure management plan will help you use your manures to maximum benefit and reduce harmful impact on the environment, whilst complying with all the NVZ regulations and the Farming Rules for Water.

NVZ Risk Map

An Omnia risk map identifies fields, or parts of fields, where spreading restrictions apply and identifies areas where:

- manures should never be spread, ie. within 10 metres of a watercourse (unless specific equipment is used, in which case this is reduced to 6m) and within 50 metres of a spring, well or borehole;
- spreading restrictions apply because of; sloping land towards to a watercourse, or where there is shallow sandy soil or soil compaction;
- manure can be spread with care during the winter;
- there are particular other restrictions eg. Specific Farm policy, Environmental stewardship.
- The site of any temporary field heaps.

Get your risk map updated every year to stay compliant.



Identify areas where spreading restrictions apply



“It’s critical that we are compliant and that our records demonstrate this at all times”

John Cunningham-Jardine

Tinwald Estate, Dumfries

For John Cunningham Jardine of Tinwald Estate near Dumfries, using Omnia has been an easy move from paper to digital record keeping. “We run a large AD unit, and grow maize, wheat, hybrid rye and grass to feed the unit. “

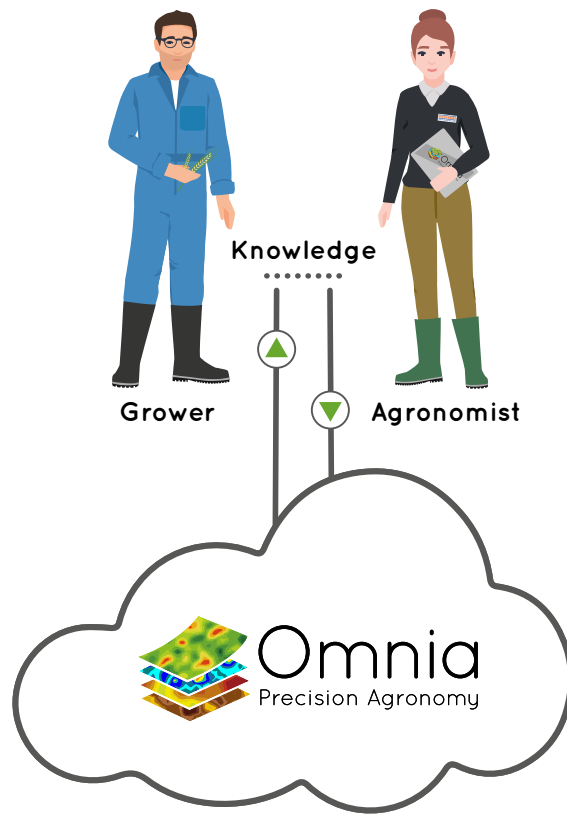
“It’s critical that we are compliant and that our records demonstrate this at all times,” says John. “My agronomist, Jim Clark has been able to produce digestate management maps in Omnia in the same way as manure maps, and we can easily access when, where and what has been applied to the crops – making farm assurance very straightforward.”



AD Unit



Maize, wheat,
hybrid rye & grass




For more information about any
of our Omnia services contact:

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Tel: 01526 831 000

Email: consultancy@omniaprecision.co.uk

 twitter.com/omniaprecision

HUTCHINSONS
Crop Production Specialists

