



FARMER LED DECISIONS MAXIMISING PERFORMANCE

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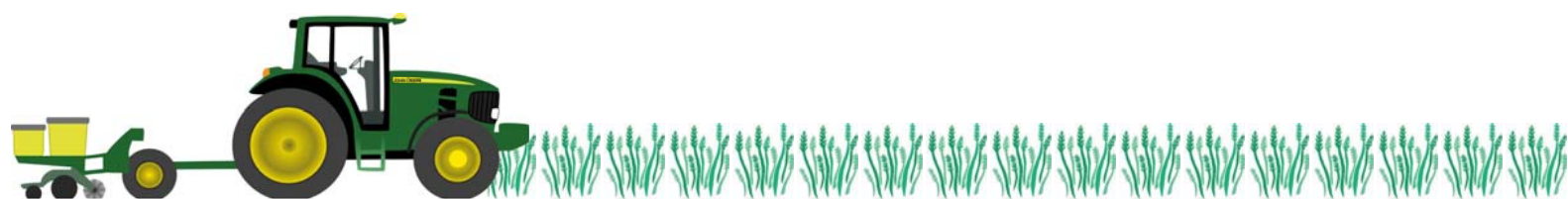
If you had data available at field level, would you make different decisions on inputs and varieties?

Would you treat each field differently if you had the data to do so?

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WHY CHOOSE SENTRY ANALYTICS?

- Accessible benchmarking.
- Sentry led Discussion Groups with farms and data you trust.
 - Turn existing data in actionable results.
 - Intuitive system and functionality.
- Treat every field as its own profit centre, as we do on our farms.
 - Enhance your knowledge with our on-farm expertise.





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The next five years will see an unprecedented change in UK agriculture. Farms will need to increase productivity by around 20% just to stand still financially.

Sentry Analytics (Powered by YAGRO) is designed to help you understand your crop performance, through looking at margins and profitability, so that you can review your past performance and evaluate the impact of your decisions.

We can look at how you can achieve the best results going forward. Reports are available based on performance and cost of production from field level, down to variety, input, and individual products.

We also hold Group Discussions so that farmers can collaborate and consider what has worked for them, and what has worked for other farms.

Performance by Field Variety

Field	Variety	Area	Cost	Performance	Yield
Field 1	Elicit	56.9 ha	£39.91 / t	<div style="width: 80%;"></div>	10.2 / t
Field 2	KWS Basset	17.1 ha	£40.30 / t	<div style="width: 75%;"></div>	13.5 / t
Field 3	Elicit	16.0 ha	£41.22 / t	<div style="width: 70%;"></div>	12.1 / t
Field 4	Elicit	53.2 ha	£53.79 / t	<div style="width: 20%;"></div>	13.7 / t
Field 5	KWS Basset	23.0 ha	£56.04 / t	<div style="width: 10%;"></div>	12.9 / t

Crop performance

Harvest Year 2019 >

Crop	Market Range	Cost	Yield
Barley (Spring)	£27.00 / t — £68.00 / t	£44.19 / t	£307.21 / ha, 6.8 t/ha
Beans	£29.00 / t — £80.00 / t	£86.53 / t	£355.01 / ha, 4.1 t/ha
Wheat (Winter)	£38.00 / t — £87.00 / t	£52.77 / t	£580.63 / ha, 11.2 t/ha
- Seed	£4.00 / t — £9.56 / t	£18.14 / t	£203.46 / ha
- Fertiliser	£14.60 / t — £29.50 / t	£6.31 / t	£70.77 / ha
- Chemicals	£12.00 / t — £37.00 / t	£27.32 / t	£306.40 / ha



INTERNAL ANALYTICS:

Intuitively detailed performance data displayed to help you make decisions with confidence.

EXTERNAL ANALYTICS:

Find out how you perform alongside other farms based on real verified data.

VIRTUAL GROUPS:

Share your data with farms in your local area to see where you could make changes and learn from each other.

NO MANUAL DATA ENTRY:

We just need a report from your Farm Management Programme and your yield data.

To book a personalised demo, seeing your data in the **Sentry Analytics** system, please contact **Emily Kenyon**: emily.kenyon@sentry.co.uk | 07970 549019.