Remote sensing

1. What are the biggest obstacles to utilizing remote sensing in potato production or breeding?

   - Showing a return on investment
   - Simplifying management
   - Keeping focus on what matters most
   - Truly improving management

2. How can public sector extension contribute to overcoming these obstacles?

3. How can public sector research contribute to overcoming these obstacles?
Remote sensing

2. How can public sector extension contribute to overcoming these obstacles?
   Help with collaboration
   Demonstration/large scale plots

Remote sensing

3. How can public sector research contribute to overcoming these obstacles?
   Proof of concept
Does Remote sensing Simplify or complicate management?

- Turn one field into 100+ fields and decisions
- Can make management much more complex
- Good data supports good decisions as long as you can collect and interpret it.
- Sampling gives confidence to actions and identifies opportunities early.
- Understanding trends can identify opportunities.
- Utilizing appropriate technology will help us be more effective and efficient

Return on Investment

University of Idaho 2016 cost of production south central Idaho

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## Return on Investment

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$398
What if something happens

- Crazy storm, frost
- Market, contract rejected
- Money is already spent
- Highest risk dollars
  - 3 to 1 return

Making a difference in cost of production

- It's easier to raise production 10% than cut cost 10% long term
- When remote sensing simplifies management allowing us to focus on what's most important
- Venture capital over funded remote sensing companies
  - We will see a high failure rate