



Travis Howle has twenty years of experience in software architecture, engineering & design, and infrastructure DevOps; including leadership and management of various worldwide engineering teams with multi-million-dollar budgets. He also has five years of experience in emergency services and public safety as an active EMS and firefighting provider, all of which combine to create a unique and diversified vision and skill-set. He is the Chief Technical Officer for Mogul, a market-leading esports tournament technology. He is also the Principal at Elwoh Solutions Ag, a family-owned agribusiness farm in Western Kentucky where they provide

high-quality stored forage products and apply research to improve soil health and fertility, plant health, and sustainable agriculture. Travis is the lead developer for an online Decision Support Tool for Alfalfa producers.



Ray Smith, Ph.D. is an Extension Professor and Forage Specialist in the Department of Plant and Soil Sciences at the University of Kentucky. From 1991-2001, Ray held a research, teaching, and extension position at the University of Manitoba, Canada with a focus on alfalfa and native grass breeding, seed production and forage management. He was the Forage Extension Specialist at Virginia Tech from 2001-2004 before started at the University of Kentucky. He is the lead faculty advisor for the UK Forage Variety testing program coordinated by Gene Olson. It is one of the largest forage variety testing programs in the country. His current extension activities include working closely with county agents and producers; conducting applied forage research for Kentucky and the transition zone; helping organize state, regional, and international

forage conferences; and writing applied agricultural publications. Dr. Smith earned his Ph.D. degree in Agronomy and Plant Breeding at the University of Georgia.

Updates on an Online Alfalfa Management Tool Under Development

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Ballard County Alfalfa Producer*

*Presented by
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Platform Overview

The **Kentucky Alfalfa Platform** is a joint project between Elwoh Solutions Ag and the University of Kentucky Extension to provide Kentucky forage producers a comprehensive toolset to properly manage their operation, while focusing on **proper and timely agronomy decisions** to support healthy forage plants, and sustainable agriculture practices.

- ▶ Obtain Accurate and Speedy Agronomy Assistance.
 - Communicate with other producers, agronomists, and forage specialists to get answers to your questions such as plant health, pest control, and much more.
- ▶ Manage Fields, Yields, and Applications.
 - Add your fields and manage everything from seeding, pest control, and harvest.
- ▶ Engage Ag Weather for Timely Pest Control and Harvests.
 - Rely on accurate weather data and forecasts for pest emergence and harvest timing.



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Connected Data Ownership

All of the data on the platform that is input or provided by a Kentucky producer belongs to that producer and will stay secure on the platform.

- ▶ You own your farming data.
- ▶ We will not use nor share your data without your consent.



The platform is integrated with John Deere Operations Center to allow ease of field and task management.



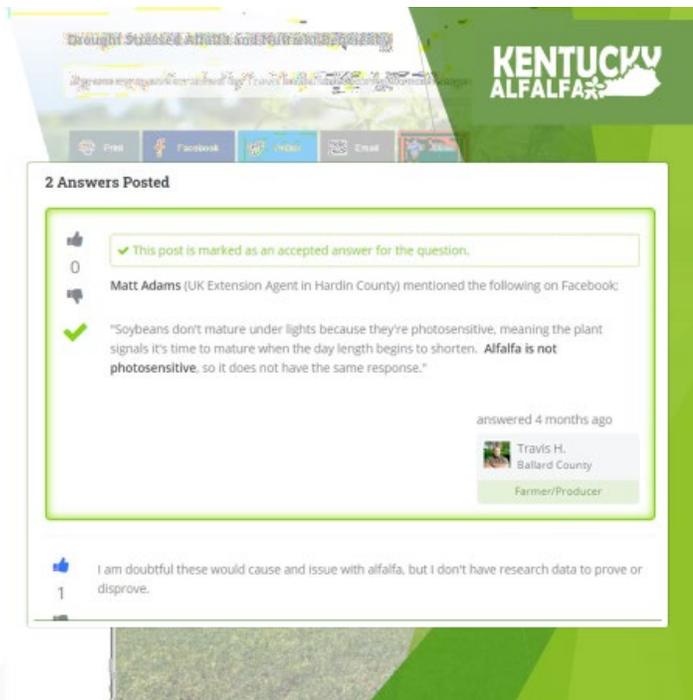
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The screenshot shows the Kentucky Alfalfa website interface. At the top, it says 'Kentucky Alfalfa | Control Your Forages. Every Day.' with navigation links for 'Home & Support', 'Login', and 'Register'. The main content area features a large banner with the text 'Control Your Forages. Every Day.' and a sub-headline 'A FREE AND PUBLIC RESOURCE TO ALL KENTUCKY PRODUCERS'. Below this, it states 'Engage your alfalfa and forage operation at its full potential with intuitive crop management tools and agronomy assistance powered by the University of Kentucky Cooperative Extension.' and includes a 'REGISTER FOR FREE' button. On the right side of the banner, there are social media icons for Facebook, Twitter, and YouTube. Below the banner, there is a section titled 'JOHN DEERE OPERATIONS CENTER CONNECTED' with the text 'Connect your Kentucky Alfalfa account with John Deere Operations Center, located on MyJohnDeere.com to provide a deeper level of integration with your fields, boundaries, tractors, and agronomic data.'

Agronomy Assistance

Answers from the community are graded on a rating system to ensure relevant responses are given priority.

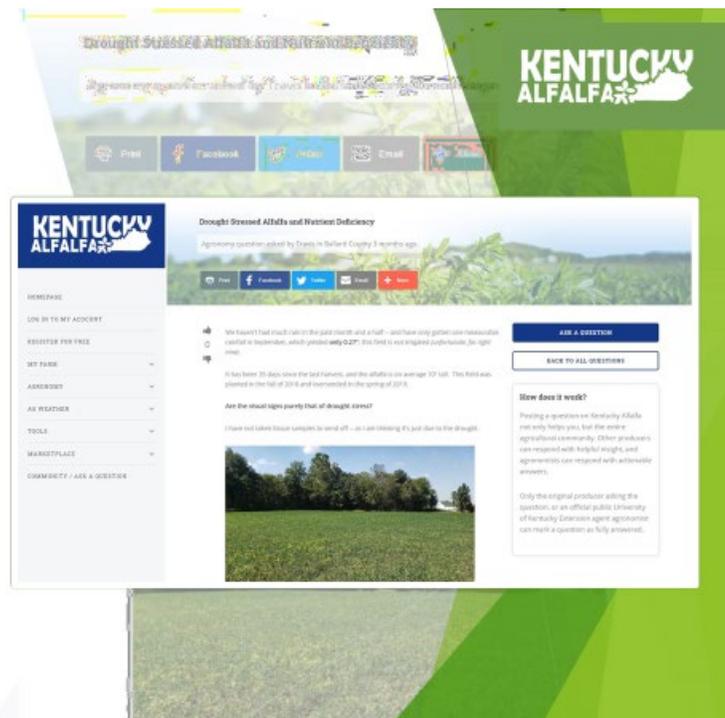
- ▶ Community Sourced Answers
 - Using simple **vote-up** and **vote-down** actions, answers can move based on their accuracy and relevancy.
- ▶ Agronomist Answers
 - UK Extension agents have the power to set an answer as the **official & accepted answer**.



Agronomy Assistance

View a vast and growing knowledge base of season relevant topics to ensure a successful crop lifecycle.

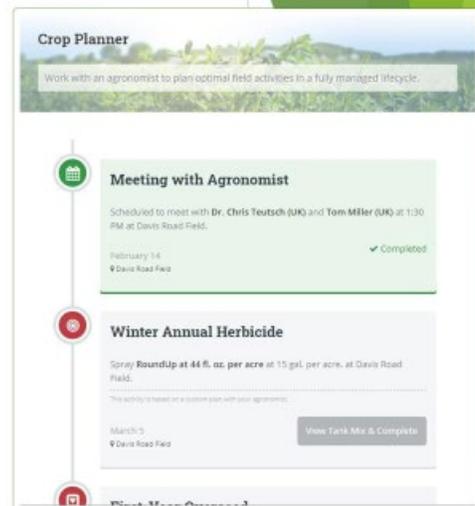
- ▶ Ask Agronomy Questions
 - Get real-world advice and assistance from **extension agents and other producers**.
- ▶ Search Community Questions
- ▶ Quick Access to Agronomists
 - Post pictures and questions to extension agents and forage specialists.



Custom Crop Planner

Work with your UK Extension agent, another agronomist, or solo to create or adopt a crop plan that adapts to the changing weather and events noticed by other producers.

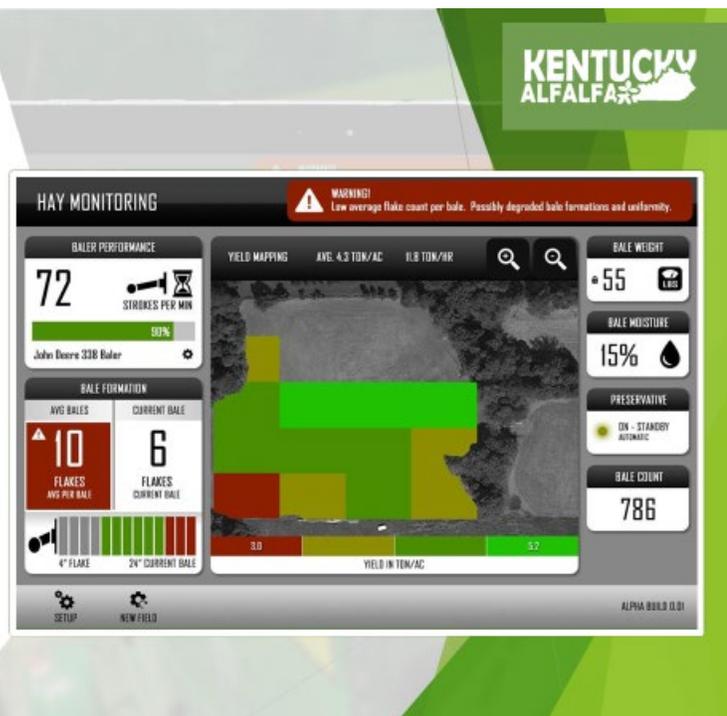
- ▶ Dynamic Pest Emergence
 - Get tasks and alerts to check fields for potential pests based on activity levels in the state, and weather predictors such as GDD.
- ▶ Timely Plant Health Applications
 - Reminders and tasks for fertilizer and plant health chemical applications based on yields.
- ▶ Scheduled Meetings with Extension Agents



Holistic Farm Management

The platform represents a project by Kentucky producers, and for Kentucky producers. As such, it is ever-evolving intending to provide a complete approach to forage management.

- ▶ Focus on the Entire Operation
 - As the platform evolves, it will cover all aspects of forage management – from agronomy and pest management, to harvest efficiency, yield tracking and supplemental marketing support.





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Get Involved Today

While the platform is not officially live in production, you can join the open-alpha to get a sneak peek and provide valuable feedback.

JOIN TODAY

kyalfalfa.com/join