

# Customer Activity Cycle Agriculture Example

## Sweet Corn Annual Production Cycle



## Disease Management (Nested) Activity Cycle

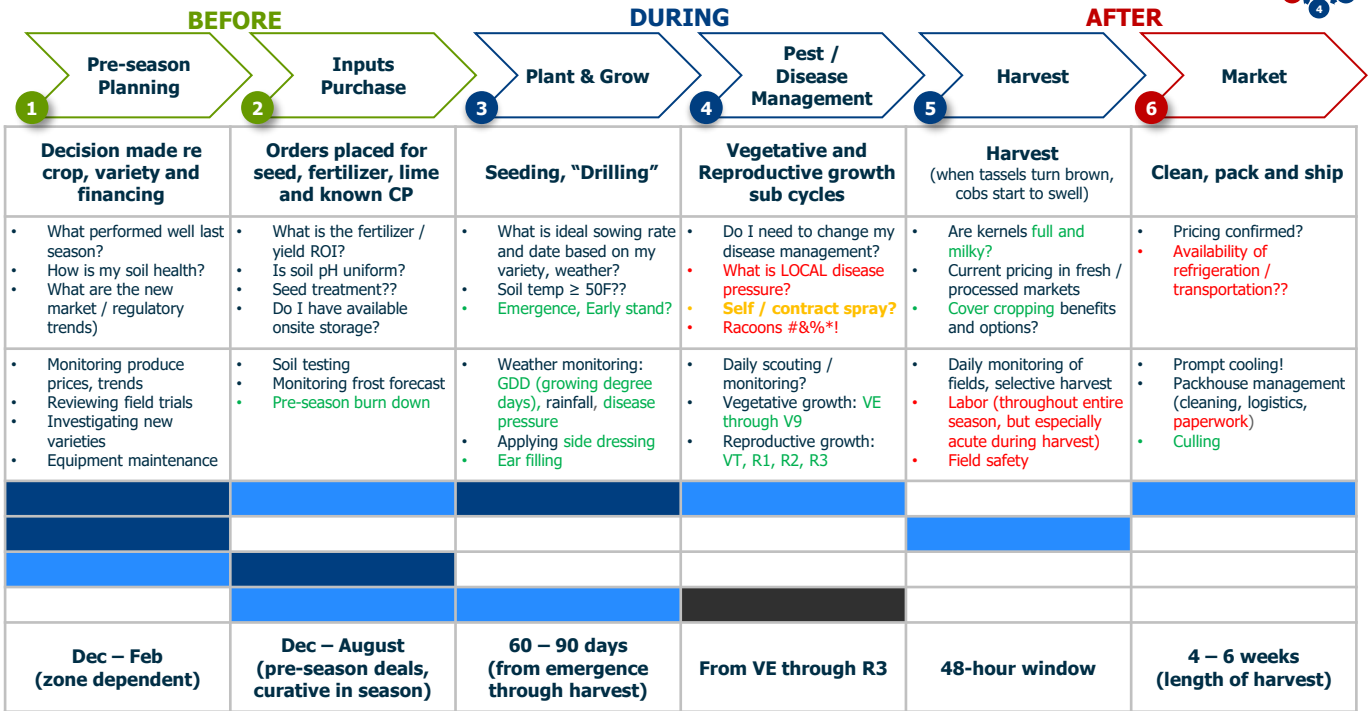
	BEFORE	DURING	BEFORE	DURING	AFTER	
	1	2	3	4	5	6
	Planning & Planting	Monitoring & Scouting	CP Decision	Spraying	Cleanout	Harvest
What is the key event?	Deciding 'baseline' spray program	Daily vigilance	Chemistry chosen	Foliar spray of crop	Clean the spray rig	Harvest through the packhouse
What questions are being asked?	<ul style="list-style-type: none"> <li>Recommendation for this variety/geography?</li> <li>ST efficacy?</li> <li>Last year's challenges?</li> <li>How is disease pressure changing?</li> </ul>	<ul style="list-style-type: none"> <li>What is the weather / disease pressure?</li> <li>What are other farms in my area seeing??</li> <li>What is this (disease identification)?</li> </ul>	<ul style="list-style-type: none"> <li>Preventative or curative?</li> <li>What efficacy do I need?</li> <li>Span / length of control?</li> <li>Resistance concerns?</li> <li>Maximum Residue Level, Pre-Harvest Interval?</li> </ul>	<ul style="list-style-type: none"> <li>Arial or spray rig?</li> <li>Contract spray?</li> <li>Weather (rain, wind, temperature)??</li> <li>Can I tank mix?</li> <li>Are the neighbors out?</li> </ul>	<ul style="list-style-type: none"> <li>What is the proper cleaning protocol?</li> <li>When will I spray next (do I have to clean? Or, am same tank / formulation in 3 days?)</li> </ul>	<ul style="list-style-type: none"> <li>What is my yield?</li> <li>What is the quality??</li> <li>Who is the buyer (cleaning / packaging traceability / reporting requirements)?</li> </ul>
What activities are happening?	<ul style="list-style-type: none"> <li>Review last year's results</li> <li>Reviewing field trials</li> <li>Checking resistance trends</li> <li>Online research</li> <li>Regulatory changes</li> </ul>	<ul style="list-style-type: none"> <li>Use of apps and online services for trends, risk and alerts</li> <li>Boots in the field</li> <li>Personal drones</li> <li>Smut</li> </ul>	<ul style="list-style-type: none"> <li>Consulting reps / advisors</li> <li>Checking inventory, availability, delivery</li> <li>Forward weather??</li> <li>Confirming rates</li> </ul>	<ul style="list-style-type: none"> <li>Check price of contract spraying</li> <li>Tank preparation / mixing</li> <li>Spray the crop!</li> </ul>	<ul style="list-style-type: none"> <li>3x rinse and flush</li> <li>Dispose of any waste properly</li> <li>Checking nozzles (cleanliness and damage)</li> </ul>	<ul style="list-style-type: none"> <li>Picked corn sent to packhouse</li> <li>Cleaning / Testing</li> <li>Packaging</li> <li>Shipping</li> </ul>
Influence?	<ul style="list-style-type: none"> <li>Regulatory changes</li> </ul>	<ul style="list-style-type: none"> <li>Boots in the field</li> <li>Smut</li> </ul>	<ul style="list-style-type: none"> <li>Forward weather??</li> </ul>		<ul style="list-style-type: none"> <li>3x rinse and flush</li> </ul>	
Agronomist consultant	High Influence	Medium Influence	Medium Influence	Medium Influence	Medium Influence	Medium Influence
Contract spray co.	Medium Influence	Medium Influence	Medium Influence	High Influence	Medium Influence	Medium Influence
Seed / CP company	Medium Influence	Medium Influence	Medium Influence	Medium Influence	Medium Influence	Medium Influence
Food company / wholesaler	Medium Influence	Medium Influence	Medium Influence	Medium Influence	Medium Influence	High Influence
Timing	Apr – early May (zone dependent)	mid Apr - Sep (from emergence to harvest)	<24 hours (time critical)	<24 hours (time critical)	End of day	Daily

■ Low Influence   
 ■ Medium Influence   
 ■ High Influence   
  Customer Language   
  High Uncertainty – Requires Investigation   
  Pain Points/Opportunities



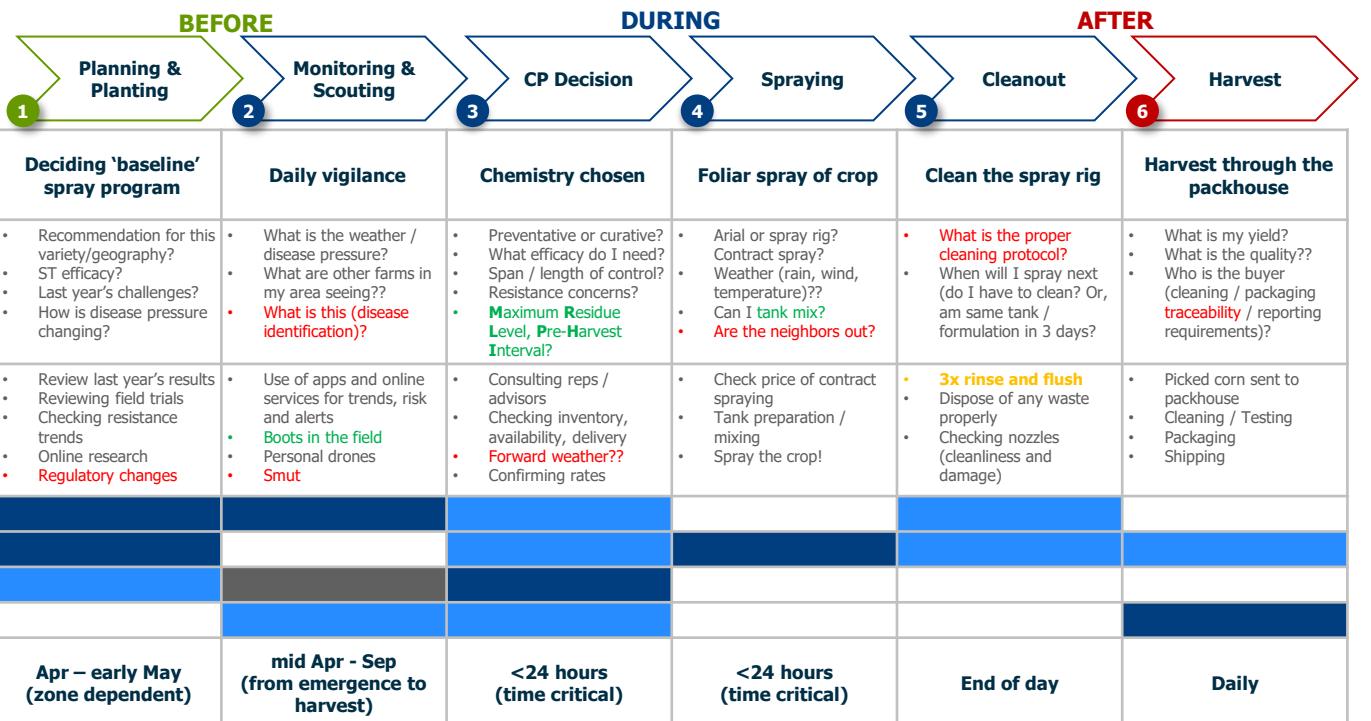
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