

Fall 2026



CROP COMPASS™

AGRONOMIC GUIDE



**Simplot.**
GROWER SOLUTIONS

CHALLENGE WHAT YOU KNOW. **STRENGTHEN WHAT YOU GROW.**

Farming is full of lessons learned through experience. As new technology, changing weed pressures, and evolving production practices reshape the industry, some long-held assumptions deserve a second look.

In this issue of CropCompass™, we're challenging four common misconceptions that can influence decision-making in the field. From herbicide resistance and precision technology to water quality and seed selection, we'll explore what today's data, agronomic expertise, and real-world experience tell us and what that means for your operation.

Myth #1: Resistance Means the Product Is No Longer Effective

Myth #2: Water Quality Doesn't Impact my Field

Myth #3: My Fields Are Uniform Enough for Flat-Rate Application

Myth #4: Seed Is Just a Brand Decision

Whether you're managing weeds, evaluating water quality, making fertility decisions, or selecting seed, success often comes down to challenging assumptions and focusing on the factors that drive performance. By looking beyond the myth and digging for the facts, you can make more informed decisions that help strengthen every acre.





4

Myth #1
Herbicide
Resistance

6

Myth #2 & #3
Water Quality &
Variable Rate
Technology

8

Myth #4
Seed
Decisions

10

Field to Feed
Farmers
at Heart

MYTH #1

RESISTANCE MEANS THE PRODUCT IS NO LONGER EFFECTIVE

"I have found weeds resistant to glyphosate (or another active) on my farm. This product no longer has a place in my spray program."

Resistance does not eliminate the tool, it shifts the strategy.

FACT

Managing weed resistance isn't about eliminating tools, it's about adaptation and implementation for greater success. An integrated weed management approach that incorporates multiple Modes Of Action (MOA) is essential for long-term control.

Even when resistance develops, the active ingredient can still provide control of many other weed species and certain biotypes of the resistant species. Rather than removing it entirely, the focus should shift to layering chemistries and diversifying approaches to reduce pressure on any single MOA and maintain effectiveness over time.

WHAT THIS MEANS FOR YOUR OPERATION

Finding resistance isn't a signal to stop utilizing certain chemistries. It's a signal to assess the situation, rethink the program around it, and implement new management strategies that fit into your production practices.

By rotating MOAs, layering residuals, scouting fields, and integrating multiple weed-control tactics, you can maintain effective control today while helping preserve critical herbicide tools for future seasons.

BEST MANAGEMENT PRACTICES

	LOW RISK	MEDIUM RISK	HIGH RISK
Herbicide Program	>2 MOA	2 MOA	1 MOA
Weed Control	Cultural, Mechanical & Chemical	Cultural & Chemical	Chemical ONLY
Same MOA	Once	> Once	Many Times
Crop System	Full Rotation	Limited	None
Resistant Weeds	Unknown	Limited	Common
Weed Pressure	Low	Moderate	High
Control	Good	Declining	Poor

Source: Herbicide Resistance Action Committee (2025).
Best Management Practices.

Kevin Caffrey, PhD
Sr. Agronomist

"Managing your farm as if resistant weeds are already present is the best method to limit resistance development. Utilize an integrated weed management program with multiple effective modes of action, with overlapping residual products."

Read about how Herbicide Resistance develops in a plant from Kevin Caffrey.



THE COST OF WAITING

The easiest weed to kill is the one that does not emerge.

Early-season prevention reduces weed pressure and minimizes the need for more costly options later in the season.

Talk to your Simplot Grower Solutions Crop Advisor about developing a proactive resistance management strategy tailored to your operation.



**Find a
Crop
Advisor
Near You**

"Herbicide mixtures and herbicide rotations alone are not enough to prevent resistance. They must be used in a diversified plan that also incorporates mechanical, cultural and biological practices."

— Herbicide Resistance Action Committee



MYTH #2

WATER QUALITY DOESN'T IMPACT MY FIELD

"Water is not the problem"

Factors like pH, cations, and biologicals can affect pesticide applications and plant health.

FACT

Water is the single greatest input, but often managed the least.

As the carrier for all pesticide applications, water quality plays a critical role in pesticide performance, whether it comes from a well, municipal source, or irrigation district. Naturally occurring properties such as high cation concentrations or extreme pH levels can negatively impact how products mix, move, and perform in the field. Because water is the foundation of every application, even small imbalances can reduce effectiveness.



WHAT THIS MEANS FOR YOUR OPERATION

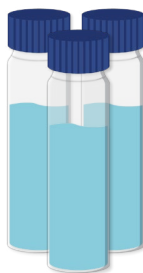
Test. Understand. Optimize.

You can't manage what you don't test. Simple water testing can uncover hidden issues like hardness, pH, or dissolved solids that may be costing you performance on every pass

If you're not testing your water, you are leaving performance up to chance. Small adjustments can deliver big returns.

Seeing different results with the same product?

The same chemistry can perform very differently depending on whether your water source is a well, dugout, surface water, or municipal supply.



Many of these issues can be managed when identified through a water analysis at an agricultural lab. Treating the irrigation water can make a significant positive improvement in crop performance and farm profitability.

Water sampling helps identify these factors so adjustments can be made, ensuring the right conditions for consistent and efficient applications. A simple and inexpensive water buffer or conditioner can drastically improve performance of a pesticide application when properly added to a spray tank.

"We're often really concerned about fertilizer source, frequency, and timing, and then we don't even consider the millions of pounds of water we're putting out every year across our acre."

**Hear more from
Jon Hubble on water
usage and testing.**



Jon Hubble
Sr. Agronomist



MYTH #3

MY FIELDS ARE UNIFORM ENOUGH FOR FLAT-RATE APPLICATIONS

"My field looks the same. I do not need variable rate technology here."

Fields may look uniform, but variability below the surface is always shaping performance.

FACT

No field is truly uniform. Variability exists below the surface, influenced by differences in soil texture, nutrient levels, topography, drainage, moisture retention, and pH. These variations directly impact input performance and crop response.

Variable Rate Technology (VRT) allows you to manage inputs based on this inherent variability, applying nutrients where they're needed most and reducing excess where they're not. The result is improved input efficiency, more consistent crop performance, and optimized yield potential across the field.

DID YOU KNOW?

Variable rate technology adoption on U.S. corn acres more than tripled over the last two decades as growers increasingly use field data to improve input efficiency and profitability.

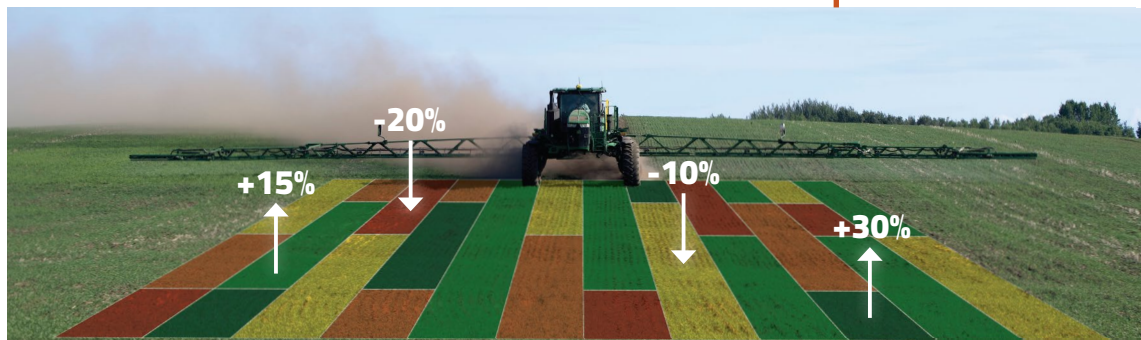
Source: Variable rate technology adoption is on the rise
- Economic Research Service

WHAT THIS MEANS FOR YOUR OPERATION

What you can't see still impacts your yield.

By managing field variability instead of averaging it, you can:

- Apply nutrients where they provide the greatest return.
- Reduce unnecessary input expenses in lower-response areas.
- Improve consistency across the field.
- Make more informed management decisions season after season.
- Optimize yield potential on every acre.



Field variability is inevitable. Managing it is possible.

Partner with your Simplot Grower Solutions Crop Advisor to turn field data into actionable decisions that improve input efficiency and help unlock yield potential across every acre.

MYTH #4

SEED IS JUST A BRAND DECISION

"I already know what I am planting next year - same thing I have planted every year."

The logo on the bag does not guarantee the right fit.

FACT

The right seed matters, but the best results come from matching the seed to the acre, the management plan, and the local conditions around it.

Seed decisions are not one-size-fits-all. A variety that performs well in one field may not be the right fit across the road. Soil type, drainage, fertility, planting timing, disease pressure, irrigation, herbicide plans, and crop rotation all influence how seed performs once it is in the ground.

Strong seed decisions start before planting. They begin with understanding the field, reviewing what worked last season, comparing local performance, and building a plan that supports the seed from emergence through harvest.

Lean on your Crop Advisor to help you choose a brand or variety. They can help you evaluate which seed fits your acres, your goals, and your management plan. From fertility and crop protection to placement, timing, and in-season support, Crop Advisors bring a whole-acre perspective to seed decisions.

WHAT THIS MEANS FOR YOUR OPERATION

What performed well and why

— in your field, on your farm, and even across the street.

Whether local trial data or nearby field results support the same decision —

because what works here matters more than broad claims from somewhere else.

Where emergence, standability, disease pressure, or harvest results fell short

and whether seed placement, fertility, crop protection, or field conditions played a role.

Which acres may need a different variety based on soil type, irrigation, drainage, fertility levels, rotation, or management goals.

Where a whole-acre approach can reduce risk by aligning seed, fertility, chemistry, timing, and in-season management before the crop ever goes in the ground.

The right conversation can help turn seed selection from a yearly purchase into a stronger agronomic plan. Your Simplot Crop Advisor brings local insight, field-level experience, and the support to help you make seed decisions with more confidence.

**PLANT WHAT PERFORMS.
PAY AT HARVEST.**

Flexible financing options can help you get the seed you need now and pay later, giving you more flexibility as you plan for the season ahead.

*Learn more about our
financing options available*



SEED DECISION CHECKLIST

Before you lock in seed, ask:

- ✓ Does this fit the acre?
- ✓ Do we have local proof?
- ✓ What does last year's performance tell us?
- ✓ How does this connect to fertility and crop protection?
- ✓ What support will I have through the season?

Seed is where the season starts.
Simplot Grower Solutions helps ensure the rest of the acre is ready to support it.



THE FIELD EVERYONE IS TALKING ABOUT...

Make sure it's yours.



See local proof, explore seed options, and connect with a Simplot Crop Advisor who knows what performs on ground like yours.



FARMERS AT HEART

Simplot's story began in the farm fields of southern Idaho in the late 1920s, when a young entrepreneur, J.R. Simplot, set out on his own with a simple goal: make something grow. What started as a one-man operation buying, sorting, and selling potatoes quickly expanded as he saw opportunity where others saw obstacles.

At Simplot, our connection to agriculture runs deeper than products and services; it starts on the land and with the livestock we care for every day. **As active farmers and ranchers, we understand the realities of today's ag environment because we're navigating them right alongside you.** From soil health to herd management, our firsthand experience helps shape the recommendations we bring to your operation.

FROM FIELD TO FEED

Our Land & Livestock operations span a wide range of crops and production systems, giving us a unique perspective on how inputs perform across different environments.

- We manage 40 farms with more than 100,000 acres of farmland in the Western U.S.
- We grow crops that support one of the nation's largest cow/calf operations, spanning 17 ranches across Idaho, Nevada, Oregon, and Utah. We evaluate inputs, fertility programs, and agronomic practices in real-world conditions to understand what delivers the best results.



WHY IT MATTERS

What works on our acres informs what we recommend on yours. Every decision is grounded in practical experience, not theory.





RAISING MORE THAN CROPS

Livestock is a critical part of our agricultural system, and it brings another layer of insight into feed efficiency, forage quality, and resource management.

- Integrated crop and livestock systems support more efficient use of nutrients
- Forage production and feed quality play a direct role in animal performance
- Stewardship of land and water resources is essential for long-term success

WHY IT MATTERS

Understanding the full system from soil to feed to animal helps us take a more complete, sustainable approach to agriculture.



PRACTICAL INSIGHT. PROVEN ON OUR ACRES.

Because we farm too, we're able to test and refine agronomic practices in conditions that mirror what you face every season.

- Evaluate nutrient strategies across soil types and climates
- Trial new technologies, including precision ag and variable rate approaches
- Adapt quickly to changing weather, markets, and production challenges

WHY IT MATTERS

Data and insights gathered from our own farm inform our recommendations to you. That means more confidence in the field and fewer surprises during the season.

"When it comes to making decisions on the Simplot Farm, we trust Grower Solutions to help us get the most from every acre and produce our best crop."

Pedro Navarrete Jr.
Farm Manager Simplot



ROOTED IN AGRICULTURE FOCUSED ON YOU



Being farmers and ranchers shapes how we show up as a partner.
It's not just about selling inputs, it's about helping you succeed.



CROP COMPASS™

AGRONOMIC GUIDE

Fall 2026


Simplot
GROWER SOLUTIONS

© 2026 Simplot Grower Solutions. All Rights Reserved. The foregoing trademarks are owned by the J. R. Simplot Company. Any non-Company owned trademarks belong to their respective owners.