



# THE TOAST

A PODCAST BY THE AG CENTER AT 59

## AGC AUGUST NEWSLETTER

We're excited to announce that we've started a PODCAST!! That's right, The Toast is a new podcast about farming, ag companies, ag investments and ideas and innovations that are shifting the ag industry. New episodes will be released every month and we're releasing our very first episode TODAY!

### LISTEN TO THE TOAST - EPISODE ONE

LISTEN ON YOUTUBE

LISTEN ON BUZZSPROUT

LISTEN ON SPOTIFY

## MEET AN AG CENTER AFFILIATE



### INTERVIEW W/ CHRIS MORGNER "THE CROP DOCTOR"

Can you tell us about your background and how the company got started?

In 1978 I graduated from the University of Missouri, Columbia with a degree in pest management. I moved to Merced for my first job and worked in biological control for tree and field crops for three years before starting my own business. Now, Agri-Valley Consulting will be celebrating their 40th year next year.

When Agri-Valley Consulting first started it was a one man business. Eventually, I hired summer help as I acquired more clients. I also attained a personal computer and used a program to manage more data, and write recommendations, which saved a lot of time and further expedited my services and increased productivity. However, for the first 11 years, all of my recommendations were hand written.

Through the years I have mentored many people in the consulting business. I am now one of nine people out in the field, six of whom are registered PCA's.

Can you tell us a little bit about Agri-Valley Consulting and why ag professionals should use their services?

While pest management is our foundational service, we are involved with all production inputs that growers are faced with. We also evaluate nutrients and irrigation, as well as offer independent consulting.

What sets you apart from competitors?

We pride ourselves in being the most knowledgeable experts out in the field. We monitor at a high level of expertise so that we are not making recommendations based off of selling products, but rather offering advice based on what our customers actually need. Additionally, we take into account the cost when we analyze our customers situations.

How has working with The Ag Center 59 helped you and your company?

It has given us a broader reach to new clients and new work. We support each other with vast knowledge in different fields. AGC also allows that knowledge to be passed easily from one to another.



### MEET SWIIM: SUSTAINABLE WATER AND INNOVATIVE IRRIGATION MANAGEMENT

The SWIIM OnFarm Grower Dashboard is home to all your farming information. The customizable dashboard enables you to focus on information that is important to you; water application/consumption, crop and field data, weather, ET by field and more, while they track conditions, alerting customers to important changes as they happen.

Read more about SWIIM [here](#).

## INDUSTRY NEWS

### Nine Things Every Land Owner Must Do Before Renting Land

It's almost time for farmers and landlords to begin negotiating their leases for the 2020 growing season.

Read more about important things to remember [here](#).

### Compost Key to Sequestering Carbon in the Soil

Study Dug Deep to Uncover Which Agricultural Systems Store the Most Carbon

Read more [here](#).

## MEDIA COVERAGE

We're happy to announce that Kenneth Stone & Family Spreading was featured in the Merced Farm Bureau this month! Take a look at the full article [here](#).

### Kenneth Stone & Family Spreading Celebrates 50 Years!

Small text describing the 50th anniversary of Kenneth Stone & Family Spreading.

