

Agri

BUSINESS REVIEW

www.agribusinessreview.com

**PRECISION
FARMING**
EDITION



CHRIS WIELINSKI,
CMO



JEFF BICKLEY,
CEO



AARON DUVAL,
COO

AcuSpray

**SOWING THE SEEDS
OF A BRIGHTER AND
SUSTAINABLE TOMORROW**

\$15





AARON DUVAL.
COO

CHRIS WIELINSKI.
CMO



JEFF BICKLEY.
CEO

AcuSpray

**SOWING THE SEEDS
OF A BRIGHTER AND
SUSTAINABLE TOMORROW**

Driven by the needs of a rapidly growing population and the economic realities of conventional agriculture, farmers worldwide are turning their attention to precision farming technologies.

AcuSpray finds its mission at this intersection of technology and agriculture. On a quest to reimagine the future of precision farming, it empowers farmers to increase yields and stand steady against economic and climatic headwinds.

Amidst the challenges of America's heartland, farmers today grapple with the stark realities of declining income, rising expenses and unpredictable weather patterns. They are in search of proactive solutions that harmonize with nature's rhythms, bridging tradition with modern technology.

AcuSpray stands out not just as a precision farming service provider but as a trusted ally characterized by innovation and steadfast dedication. Representing the next step in precision spraying solutions, it uses state-of-the-art drone technology to offer services across the agricultural sector.

At the core of AcuSpray is the heart of a farmer. With roots running five generations deep in farming, the team doesn't merely understand the challenges; they have experienced them. AcuSpray is more than a solution provider. It is a part of the farming community, committed to driving innovation and ensuring a brighter, sustainable tomorrow for all.

State-of-the-Art Drone Technology

AcuSpray's custom-tailored farming solutions are driven by a fusion of cutting-edge technology and innovative strategies that cater to the modern needs of the agricultural sector. This approach



is grounded in a thorough understanding of both the macro trends in agriculture and the micro-specifics of each farm's needs.

“Our expertise in precision farming is the compass that guides our tailored solutions. We align our cutting-edge drone capabilities with the growers’ deep knowledge of their land to provide solutions that are not just efficient but sustainably effective,” says Jeff Bickley, CEO.

With a suite of services and solutions, AcuSpray optimizes every aspect of the farming process, providing a robust answer to clients’ agricultural challenges. From herbicide and fungicide spraying using drones to more advanced offerings like multispectral imaging, it helps farmers address obstacles head-on, ensuring every acre is optimized for the best returns.

Drones are equipped to fly swiftly amidst obstacles like windmills and blanket large areas, all while maintaining surgical precision. They also excel in catering to smaller and uniquely contoured plots, guaranteeing comprehensive treatment without exception.

Fungicide application performed by drones guarantees high accuracy and keeps crops healthy and free from fungal threats. With its herbicide application, farmers can tackle invasive species efficiently, ensuring that only unwanted plants are targeted. Through precision fertilizer application, AcuSpray helps farmers deliver the required nutrients in the exact amount and at the right time. Seeding application and pollination are also improved through a targeted approach.

AcuSpray’s solutions portfolio is meticulously crafted with adherence to the latest regulations and upholds the highest safety standards.

A Methodical Approach to Successful Outcomes

While AcuSpray has centered its solutions on drone technology, its true strength lies in how it deploys the technology. The approach begins with multispectral scouting drones—the cornerstone of its service offerings. Drones meticulously scan the fields, similar to an MRI for crops, uncovering potential issues beneath the surface that might otherwise go undetected. Identifying early signs of pests, diseases or nutrient deficiencies enables farmers to proactively address these silent yield saboteurs.

Once the threats are pinpointed, spray drones take center stage, each bearing over 200 pounds of payload. They are adept at distributing fertilizers, pesticides and seeds with unparalleled precision. Tailored specifically for the layout of each farm, the drones autonomously navigate the landscape.

Drone scouting missions, combined with multispectral imaging, give farmers the detailed insights they need to make data-driven decisions. By deploying treatments exactly where needed, they can ensure immediate remediation of issues, mitigating potential threats to profitability.

This precision is not just about protecting crops; it’s about redefining resource efficiency. AcuSpray’s methodology can bolster operational efficiency by over 30 percent compared to traditional methods. Waste is

also minimized through targeted applications, reducing costs for farmers and making every dollar work harder. This makes a big difference in these turbulent times, where high expectations set by a recovering market are met with the bitter reality of fluctuating grain prices.

Despite the odds, the company’s timely intervention helped farmers safeguard their crops while averting potential disease outbreaks, instilling a renewed sense of hope and resilience in the farming community.

In another pressing situation, AcuSpray’s precision-focused approach



Our expertise in precision farming is the compass that guides our tailored solutions. We align our cutting-edge drone capabilities with the growers’ deep knowledge of their land to provide solutions that are not just efficient but sustainably effective

Critical Problem-Solving Abilities at Their Best

The most telling indicators of AcuSpray’s proficiency lie in its numerous success stories. In one instance, an unforeseen, severe weather event posed a dire threat to crops for a customer. The onslaught of heavy rain accompanied by hail led to varying levels of crop damage across fields. While some fields suffered a total loss, few were salvageable, but vulnerable. However, constant rainfall made it impossible for ground rigs to enter the fields.

Recognizing the urgency of the situation, AcuSpray offered a solution within a day of the incident, launching its drones to deliver the much-needed fungicide application to stabilize plants and protect them from impending hail-induced disease pressure. The team provided round-the-clock services, ensuring widespread coverage in the affected areas.

addressed burcucumber vine infestation in several fields and saved farmers significant chemical costs. By offering a solution that was both effective and efficient, it underscored its mission of supporting farmers through challenging situations, always prioritizing crop health and farm profitability.

These real-world instances emphasize AcuSpray’s unwavering commitment to addressing the immediate and complex challenges faced by farmers as their trusted partners. Drawing on the vast expertise of its team, it delivers the most suitable solution for each problem. Even when up against a challenge it hasn’t faced before, it taps into the collective knowledge of its network of advisers built over years of successful operations.

Upholding Quality Standards

AcuSpray’s commitment to service excellence begins with a vigilant

analysis of market trends and attentiveness to feedback from clients. This dual approach allows it to craft services that directly confront the challenges faced by today’s farmers.

“Our promise to deliver excellence in every field is more than a commitment—it’s a legacy we’re building with every flight,” says Chris Wielinski, CMO at AcuSpray.

AcuSpray’s narrative transcends technology. Its franchise model is the heartbeat, ensuring every service rendered resonates with its core values. The model guarantees consistent quality, shared knowledge and collective empowerment, representing its vision of leading the world by becoming the undisputed benchmark in precision drone application services. Through its franchises, the company ensures that every service is a reflection of its commitment to excellence, innovation and clients. For example, the franchise model ensures that the high standards and expertise one farmer experiences in Ohio will be mirrored in Nebraska or Iowa.

AcuSpray also employs a robust quality control system that monitors every step of its service process. From pre-flight checks to post-application analysis, it maintains strict oversight to guarantee the highest quality outcomes.

Comprehensive support is provided after each project, including data analysis and recommendations for continuous crop management improvements.

“Our dedication to service is matched by rigorous operational protocols that ensure reliability and effectiveness in every flight. For us, it’s not just about the technology, it’s about how consistently and safely we deliver results to our farmers,” says Aaron Duval, COO.

When Skilled Operators Take Control of the Skies

The face of AcuSpray’s operations in the field are the people behind



the remote controls. A team of highly skilled drone pilots, proudly called Flight Directors, embodies its commitment to excellence and client service. The team delivers innovative solutions with expertise, ensuring every application is precise and effective.



Our dedication to service is matched by rigorous operational protocols that ensure reliability and effectiveness in every flight. For us, it's not just about the technology, it's about how consistently and safely we deliver results to our farmers

By combining the data collection and interpretation skills of its Flight Directors with local agronomical expertise, AcuSpray facilitates a synergy between technology and the farmer's chosen agronomist. The company also has an agronomist on its team, Adam Smedka, who has a deep understanding of soil health, crop cycles

and plant physiology. The synergy and partnership ensure that its precise data complements the agronomist's nuanced understanding of the land, leading to treatment plans that are as scientifically robust as possible.

Flight Directors and technicians undergo comprehensive training, ensuring that they are not only adept in operating sophisticated equipment but also in understanding the nuances of precision agriculture. This training is rooted in a set of high standards for service delivery that the company refuses to compromise on.

AcuSpray is actively expanding its footprint through its franchising model while recruiting new flight directors to build its FlightLine Network. Enhancements to the FlightLine Network are set to continue, aimed at providing robust support infrastructure for scalability.

AcuSpray has also caught the attention of numerous university programs and is currently partnering with Michigan State University to refine its methodologies and stay aligned with cutting-edge agricultural practices.

As the agricultural landscape evolves with technology's relentless march, AcuSpray remains steadfast, bridging the gap between nature's rhythms and technological innovation. Sustainability is a cornerstone of its operations, guiding the approach to ensuring a brighter, sustainable tomorrow for all. **AG**