



Faster, Smarter, Transparent

How Wysocki Family Farms Transformed Compliance and Communication



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Wysocki Family Farms

Bancroft, WI

Size

9,700 Hectares

Crops

Potatoes, corn, soybeans, sweet corn, beans, peas and rotational canning crops

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Nicola Carey
Co-owner, Wysocki Family Farms



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■ Challenge

Managing 24,000 acres across multiple operations, Wysocki Family Farms needed a way to unify agronomy, operations, and compliance data across its potato and rotational crop enterprises. Paper records and disconnected software systems slowed down decision-making, compliance audits, and communication between teams. With hundreds of employees, multiple sites, and a vertically integrated business, from seed potatoes to packaging, the lack of one centralized digital system made collaboration difficult and reporting inefficient.

■ Solution

Wysocki implemented Agworld to connect its agronomy, field operations, research, and compliance data into a single platform. Using Agworld Scout and Work Orders, the team standardized how data flows from the field to management, ensuring everyone, from scouts to leadership, works from the same playbook. Integration through APIs into Power BI and financial systems created real-time visibility across the business. The result is a unified digital ecosystem connecting soil health, field productivity, and sustainability initiatives.

■ Outcome

Agworld has enabled Wysocki Family Farms to transform communication, efficiency, and traceability across the operation. USDA audit reports that once took days can now be completed in six hours. Field data and application records flow directly into business intelligence systems for profitability analysis. Agronomists, scouts, and operators all share live information, reducing errors and increasing responsiveness. With Agworld now expanding into their seed operations, the Wysocki team is well-positioned to support long-term sustainability, data-driven planning, and multi-generational success.

A Fourth-Generation Operation Growing Forward

Wysocki Family Farms is one of Wisconsin's largest and most diversified farm operations. Based in Bancroft, Wisconsin, the business spans 24,000 acres, including 8,000 acres of potatoes and a mix of corn, soybeans, sweet corn, peas, and rotational canning crops.

“We grow about 24,000 acres of crops overall. About 8,000 of that are potatoes, and then we rotate that with corn, soybeans, sweet corn, and peas,” says Nicola Carey, one of the company's fourth-generation owners. “Of the potatoes, we grow about a third of chip potatoes, a third for french fries, and a third for fresh market table stock.”

A century of family stewardship has guided the farm from a small dairy to a vertically integrated crop operation that includes seed potato production, packing, and processing partnerships with major brands such as Frito-Lay, Grimmway Produce and McCain Foods. Today, the company employs around 200 full-time staff, with as many as 17 family members actively involved in day-to-day management across multiple sites.

Bringing Order to Complexity

Before adopting Agworld, Wysocki used a patchwork of systems and paper-based processes to manage its vast data and compliance requirements. Between Primus and USDA audits, food safety documentation, processor reporting, and internal research, the volume of paperwork was enormous. “We needed our full pesticide and application records for audits and for our

processors," Nicola recalls. "We also do quite a bit of our own research and analysis: what did we do, what did we change, what did we adapt to? Having all of that in one clear, formatted way that we can easily send out has been huge."

Agworld was introduced about four years ago after evaluating multiple software options. The deciding factor, according to Nicola, was its ease of use and scalability. "We talked to other farms and were told about the ease of Agworld; its recordkeeping, communication, and how it helped keep everyone aligned. We trialed it and found it extremely helpful for communication across our entire team. Everybody knows what's going on, and it's instantaneous," she says.

From Field to Fork Data Flow

One of Agworld's greatest strengths at Wysocki is how seamlessly it connects every role - from scouts to leadership. The farm's R&D and agronomy teams rely on Agworld Scout to collect field-level data on pests, canopy, and crop health, while agronomists use that information to create work orders and manage applications.

"We have our scouts using Agworld Scout to take pictures and measure canopy. That goes to our agronomists who adjust plans," Nicola explains. "We import our playbook and plans into Agworld at the start of the season. It's been extremely helpful, especially for training new people who may not come from an agricultural background."

Work orders are then dispatched digitally to operators, irrigation techs, or contractors. Many third-party applicators are integrated directly into Wysocki's Agworld account, ensuring application data returns instantly. "Some of our applicators complete the work right in Agworld," Nicola says. "That means we get our REIs back immediately and have that active history."

Agworld's financial templates also play a critical role. They allow Nicola's team to plan input purchases, manage budgets, and analyse cost of production by crop or even sub-field. "We use the templates to load next year's plan and see what products we need, how much we need, and build our budget from there," Nicola says. "It's been extremely useful to know the exact cost of production per crop in detail."

APIs and Data Integration for Better Decisions

Wysocki takes digital farming a step further by connecting Agworld data with other business systems through APIs, including Power BI and financial software. "Within the data we use from Agworld, we pull it through our database to create our own reports," Nicola says. "It really brings that platform to talk about operational efficiency: when work orders get out, when they're completed, if there are delays, and why. It connects all the way into our financial and plant software so we can have that field-to-fork history of the crop."

This integration supports both operational and strategic decision-making. Data from Agworld informs leadership meetings, profitability reports, and annual planning. "Our financial information goes up through our leadership team and to the family," Nicola explains. "As we look at profitability per crop, it also goes into our planning for the next season. We ask: did this work, did that work, how can we improve?"

Compliance and Communication Made Easy

One of the most immediate benefits of Agworld has been its impact on compliance reporting. For farms managing multiple contracts, processors, and certification audits, time savings are critical. "If we get a spot inspection from the USDA, I can turn everything around within six hours," Nicola says. "It used to take us two or three days working off pen and paper. Our ability to report out to customers far more effectively has been huge."

Communication across the operation has also improved. Agworld's shared visibility allows agronomists and operations to see what's been applied and what's next, without needing to wait for someone to return to the office.



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Nicola Carey
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"You can have somebody completing work orders as they're leaving the field," Nicola says. "So your information and history is almost instantaneous. Even guys who don't love computers find Agworld extremely easy and straightforward to use."

Sustainability and Next-Generation Growth

For Wysocki, technology adoption isn't just about efficiency, it's about long-term sustainability and preparing for the next generation. "Your long-term sustainability is an important topic; your soil health, how you're building that up," Nicola says. "You can actually see that clearly within Agworld with your soil history and side-by-side comparisons of test trials. It's another way to increase yield and quality by connecting everything together."

The company also prioritizes training and knowledge transfer within its multi-generational workforce. "Agworld has improved our communication and efficiency greatly," Nicola says. "You can pull up into a field, know what's been done, and if you're seeing a spot here or there, you know exactly what happened. It's a big training tool for our young agronomists and helps capture the experience of our seasoned ones."

With Agworld now expanding to Wysocki's seed farm, traceability and data-sharing between commercial and seed operations are further strengthened. "We've started implementing Agworld at our seed farm so that we have our traceability in a manageable system and can communicate between the two farms," Nicola says. "If you need help from an agronomist down on the commercial side, they can easily look at that history."

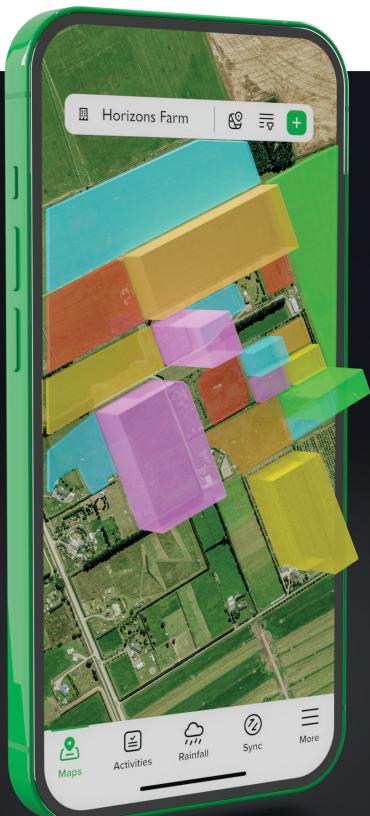
A Partnership That Grows Alongside the Farm

The Wysocki team praises Agworld's responsiveness and innovation. "Working with the Agworld team has been absolutely phenomenal," Nicola says. "Whether it's their response time, their communication, or their ability to show us new features; the PHI report they released right before harvest for example was perfect timing for us!"

As new integrations and features roll out, Wysocki continues to lean into technology that supports its philosophy of operational excellence and sustainability. "We're always looking at both soil and water quality," Nicola says. "And also at people sustainability; how do you roll into the next generation, train them, and keep the company going? Agworld plays a role in that too."

For a fourth-generation family business, Agworld has become a bridge between tradition and technology. By integrating agronomy, operations, compliance, and financial data into one connected ecosystem, Wysocki Family Farms has achieved efficiency gains, stronger communication, and faster reporting; all while preserving the family's core values of stewardship and sustainability.

"Agworld is not just a record-keeping tool," Nicola concludes. "It's how we see the full picture of our operation; from seed to storage to sustainability, and how we'll keep improving it for the next generation."



Improving profitability in agriculture

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