



# Managing costs, maximising returns



[www.agworld.com](http://www.agworld.com)

A small inset image of a Marlboro advertisement. At the top left is the Marlboro logo. The main text "Marlboro" is in a large, white, serif font. Below the text is a photograph of three men in cowboy attire standing in a barn. At the bottom of the inset, there is a small text box with a warning: "SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy." Below the warning is a small line of text: "18 mg "tar," 1.1 mg nicotine av. per cigarette, FTC Report Feb '95".

**Marlboro**

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You may have seen Picabo  
Livestock's barn before.



## Managing costs, maximising returns.

### ■ Challenge

Picabo Livestock had long relied on tradition and intuition to guide its farming practices, but rising costs and fluctuating commodity prices made it increasingly difficult to assess what was profitable and what wasn't. The family operation needed a reliable way to track every dollar spent per hectare and tie it directly to field performance and revenue. Their transition to more regenerative practices made it even more critical to prove that lower input costs were profitable. Manual spreadsheets weren't enough for field-by-field gross margin analysis, nor could they support the compliance demands of organic certification. The team needed a digital platform that could help inform decisions with actionable data.

### ■ Solution

After evaluating a wide range of ag software tools, Nicholas Purdy implemented Agworld to centralise data collection, planning, and reporting across the 2,600-hectare operation. With integration into the John Deere Operations Centre and support from Agworld's Customer Success team, the Picabo Livestock team began tracking all costs from fertilisers, seed and fuel to labour and more, both by field and by crop. This data has allowed them to build cost benchmarks, visualise profit zones, and plan future crop strategies with a focus on profitability. Agworld's reporting capabilities also enabled clear reports for stakeholders, employees, and organic certifiers. The result: a deeper understanding of their per-hectare financials, and a path to better-informed decision-making.

### ■ Outcome

Agworld has helped Picabo Livestock shift its management mindset from volume-focused to margin-focused, with profitability per hectare now a core metric in their planning. The team can identify which fields are over-performing or under-delivering and adjust strategies accordingly. Whether it's fertiliser rates, variety selection, or labour scheduling, internal transparency has improved, and data-backed insights have strengthened financial planning. Regenerative practices remain a key part of the operation, but it's Agworld's ability to track and compare costs that makes their success measurable and repeatable. Ultimately, Agworld has empowered the Purdy family to build a more resilient and profitable farming business.



### Picabo Livestock

Picabo, ID

#### Type

Irrigated cropping and livestock

#### Size

2,600 Hectares

#### Crops

Malt barley, alfalfa

“We use Agworld to prove that regeneration isn't just good for the land, it can be good for the bottom line too”

#### Nicholas Purdy

Picabo Livestock, Picabo, ID



### A historic ranch with a modern outlook

Located in the Wood River Valley of central Idaho, Picabo Livestock has been in continuous operation since 1883. What began as a railroad-era land settlement is now a multi-generational family business growing malt barley for brands like Coors and Anheuser-Busch, along with the production of organic alfalfa and running a crossbred cattle herd.

Nicholas Purdy represents the sixth generation to manage the operation, working alongside his grandfather Nick and uncle Pat. While proud of their heritage, the family knew that modern agriculture demands more than legacy knowledge and elbow grease. “We're in a margin business,” Nicholas says. “We're price takers, meaning we don't set what our crops sell for. The only way we can really improve our financial outcome is by controlling costs and being efficient with every hectare.”

The shift began when Nicholas returned to the ranch after nearly a decade working in software. “I'd worked across dozens of tech companies, and I knew the power of data,” he recalls. “We needed that same clarity on the

ranch, something that would let us zoom in on field-level profitability and make decisions backed by numbers, not just instincts.”

### From data points to dollar signs

Picabo Livestock adopted Agworld in 2022, after comparing it to a range of farm management information systems. “I started with Crunchbase and worked my way through every ag tech company I could find,” says Nicholas. “Agworld stood out not just because of its integrations, but because of its flexibility. It could grow with us.

Using Agworld, Nicholas and the team now track inputs, application history, and financial performance on a per-field basis. Costs, including labour, fuel, custom applications, and product inputs, are entered into Agworld, allowing real-time visibility into each field’s performance. “I can pull Agworld up on my phone and show my uncle or grandfather a single field’s gross margin,” Nicholas says. “We might not have had the highest yields, but if that field has the best profit margin, that’s a win. We’re not running a hobby farm; we’re running a business.”

Agworld’s reporting features have also streamlined communications across the operation. Work orders are printed in English and Spanish for the team, while high-level reports help stakeholders understand where improvements are needed, or where success is being replicated. “Even my grandfather, who’s not a tech guy, likes seeing the reports, especially when the numbers are good,” Nicholas laughs.

### Tailored decisions, field by field

One of the biggest advantages Agworld provides Picabo Livestock is the ability to compare data across fields and seasons. “Instead of treating every field the same, we can tailor strategies based on what the data tells us,” Nicholas explains. “If a barley field has high inputs but low returns, we rethink our approach for next year. If a field had a strong return using mostly compost, we may expand that strategy elsewhere.”

While the farm continues to explore regenerative practices, including organic amendments, rotational grazing, and reduced passes, those decisions are now grounded in data. “We use Agworld to prove that regeneration isn’t just good for the land, it can be good for the bottom line too,” says Nicholas. “But the key is being able to measure it.” The Purdy family works with a local agronomy provider for fertility planning, and their recommendations are imported directly into Agworld. “We use custom-blended products, not your standard 16-16-16,” Nicholas explains. “Agworld’s been great about helping us build a system that supports those kinds of nuanced decisions.”

### Building for a precision future

Looking ahead, Nicholas sees Agworld as a critical piece of their future infrastructure, especially as they prepare for a full shift into precision applications. Right now, data collected in Agworld is building the foundation for variable-rate planting and nutrient applications, which will become possible as older equipment is upgraded. “We’re planning for our next planter to have section control and variable-rate capabilities,” Nicholas says. “When we’re ready to make that investment, we’ll already have years of mapped data in Agworld ready to go. That’s going to make the transition seamless.”

With integrations into the John Deere Operations Centre, Agworld can generate application prescriptions, monitor NDVI and satellite imagery, and layer in historical data for even better insights. “We’ve got ten years of data, including older layers that Agworld imported for us,” says Nicholas. “That history matters. It’s what helps us make better choices, season after season.”

### Focused on profit, backed by data

For Nicholas, Agworld isn’t just a record-keeping system but a strategic partner. The ability to measure costs, calibrate decisions, and prove ROI has transformed the way Picabo Livestock operates. “Our management has changed because of what we now know,” he says. “We’re tracking things



“We’re tracking things in Agworld that we never used to track. We’re analysing things we used to guess at. That shift, from guessing to knowing, that’s what makes the biggest difference.”

**Nicholas Purdy**  
Picabo Livestock, Picabo, ID



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The team at Picabo Livestock continues to adapt, evolve, and grow, not just with more hectares or bigger yields, but with smarter business decisions, field by field. And the Agworld team is helping them do it, one margin improvement at a time, Nicholas concludes: "Our Agworld Customer Success Manager is one of the best I've ever worked with, and I used to recruit Customer Success Managers for tech companies for 10 years prior to returning to the family farm. Because of the knowledge base and creativity of the Agworld Customer Success team, we have been able to achieve so much; we wouldn't be where we are without them involved."



## Improving profitability in agriculture

- ✔ Collect data at every level in a structured way.
- ✔ Easily share data with anyone important to your organisation.
- ✔ Un-paralleled insights into your operation.
- ✔ Empowers you to make more profitable decisions.

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