



Powering a 100-Year Legacy: How Agworld Helps Luckey Farmers Stay Ahead



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■ Challenge

Operating in Northwest Ohio since 1919, Lucky Farmers serves a broad range of growers with diverse agronomic and environmental challenges. Operating in the Lake Erie watershed, environmental stewardship, especially phosphorus runoff mitigation, is top of mind. At the same time, growers increasingly demand precision services, better recordkeeping, and better use of inputs in order to stay profitable. Internally, Lucky Farmers needed to improve its operations in order to be able to scale, reduce manual admin work, and boost agronomist and applicator efficiency across its 27 machines and multiple branches.

■ Solution

Lucky Farmers adopted Agworld in 2015, initially using it for precision soil sampling before rolling it out across their entire agronomy operation in 2017. The platform quickly became the central hub for all agronomic planning, work orders, recommendations, application tracking, billing, and compliance. With seamless integration into dispatch and application workflows, Agworld enabled real-time visibility for agronomists, applicators, and farmers. The cooperative has since embedded Agworld across their business, from precision tech to billing and grower engagement, enabling full-season traceability and collaboration between everyone involved in growing a crop.

■ Outcome

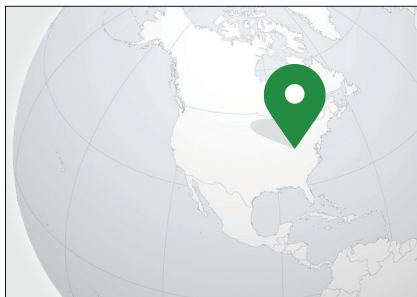
Using Agworld, Lucky Farmers dramatically improved operational efficiency communication, reducing billing staff from four to one, while handling more acres. Field teams can now scout, plan, and dispatch work from the field, cutting admin time and delays. Agworld's real-time visibility helps farmers make better, faster decisions and stay compliant with environmental regulations. Agworld also helps Lucky Farmers differentiate from other co-ops, giving them an advantage in grower service. With over 200 growers connected to their agronomist through Agworld, the cooperative continues to focus on engagement and driving growth.

A digital backbone for agronomic operations

Founded in 1919, Lucky Farmers is a member-owned cooperative that offers services across four business units: agronomy, grain, feed, and energy. Based in northwest Ohio and southeast Michigan, their territory spans from Plymouth, Ohio to Ida, Michigan, a 2.5-hour drive across. With such a footprint and wide-ranging customer needs, efficiency is essential. The journey with Agworld began in 2015 with precision soil sampling. By 2017, the platform became the foundation for all agronomic operations at Lucky.

"Everything from planning to billing flows through Agworld now," says Director of IT, Andrew Gladden. "We used to be paper-based and couldn't grow. Operators were waiting for paper work orders. Now, everything is real-time. Orders show up automatically on their iPads, and they can just keep spraying all day."

Brad Betschman, Precision Specialist, echoes the operational leap forward. "It used to take an hour to explain a work order, a field, and where to go. Now, with



Lucky Farmers

Ohio

Operating since
1919

Crops
Corn, soybeans, wheat, alfalfa

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Ashley Schulz
Agronomist, Lucky Farmers



LUCKEY FARMERS, INC.

Agworld, that's five minutes. The boundaries, jobs, and maps are already there." Agworld's integration into Luckey's ERP system further boosted productivity. What used to take four full-time billing staff is now managed by one. "The impact on efficiency and scalability has been huge," says Andrew.



Empowering Agronomists in the Field

For Ashley Schulz, agronomist at Luckey Farmers, Agworld has fundamentally reshaped how she works: "I used to write up to 2,500 paper work orders every winter," she recalls. "If conditions changed mid-season, I had to go back to the office and rewrite everything. Now, I carry my iPad through the field, make adjustments on the fly, and send them straight to the operator."

This field-level flexibility means more accurate applications and less downtime. Orders can be dispatched directly from the field, annotated with sensitive areas or neighboring crops, and instantly available to custom applicators. Ashley also manages agronomic planning with her growers directly in Agworld. "We sit down in winter and plan the entire crop season—varieties, inputs, costs. Everything is in there before we even plant," she says. By combining planning with real-time execution, Luckey helps growers optimize their season from both a profitability and compliance standpoint.

Compliance, Conservation, and Communication

Luckey Farmers operates within the Western Lake Erie Basin, and managing nutrients responsibly is very important for the team. Through their involvement with Ohio's 4R program and H2Ohio, precision agriculture and accurate nutrient management are critical.

"Agworld has been phenomenal in helping us implement the 4Rs," says Ashley. "We do 2.5 to 5-acre grids for sampling. Once the lab results come back, I get notified and the prescription comes with it. We know exactly what the crop needs; no more, no less." This precision not only reduces environmental risk but also helps reallocate the budget from excess fertilizer to fungicides or biologicals that increase yield.

Applicators also benefit from Agworld's tools. Each sprayer operator gets



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Andrew Gladden
Director of IT, Luckey Farmers
Woodville, OH.



annotated maps showing sensitive areas or neighboring crops, and real-time weather data ensures proper application timing. The built-in documentation means farmers are always covered when it comes to regulatory checks. “When the Ohio Department of Agriculture (ODA) stops and sees Agworld on a farmer’s iPad, they just drive away. They know we’re compliant,” says Ashley.

Grower Engagement and Future Growth

While Lucky Farmers’ internal teams fully embrace Agworld, the platform also plays a key role in strengthening grower relationships. Over 200 growers are connected to Agworld, some with full accounts, others with free viewers.

“About 20% of growers actively work with us in the system—planning, spraying, documenting,” says Andrew. “The other 80% just want to see: ‘Did the application get done? What was used? When?’ And that’s fine. It still builds trust.”

From a grower’s perspective, having access to spray records, harvest data, and input plans all in one place offers peace of mind. As Curtice, OH, grower Roland Sandrock puts it, “It’s just great to have a record of everything—when it was done, what was used, and how it worked. I can compare season to season and know what changes to make.”

Andrew believes Agworld gives Lucky a competitive edge in ag retail. “Anybody can sell fertilizer or glyphosate. What sets us apart is the extra support: the visibility, the real-time insights, the confidence operations are compliant. That’s what makes the difference.”

As for the future? The team sees continued adoption across growers and more internal efficiency. “Agworld isn’t going anywhere,” says Ashley. “The precision team is working hard to bring more farmers on board. It’s about creating transparency between the farmer, the agronomist, and the operator, and Agworld makes that possible.”



 **agworld**

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