



Running on Precision: How PRO Co-op Keeps Pace in a 90-Day Season



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■ Challenge

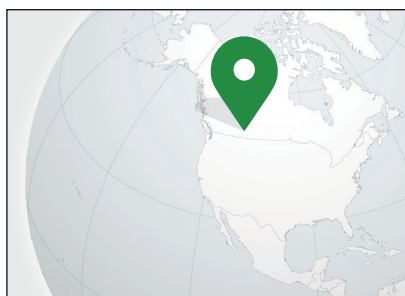
In the far northeast corner of Montana, PRO Co-op serves a wide trade area with short, intense growing seasons and unpredictable weather. For years, operations relied heavily on paper maps, handwritten orders, and manual communication across four agronomy locations. This created bottlenecks and a higher risk of costly mistakes during the busiest weeks of the year. Dispatching jobs, tracking crop rotations, and ensuring accurate billing were time-consuming and error-prone. With limited labour and only a 45-day spring window to complete most agronomic work, efficiency and accuracy were critical.

■ Solution

PRO Co-op adopted Agworld in 2018 to digitise its mapping, dispatch, and recordkeeping. The platform provides a single source of truth for every field, streamlining communication between agronomists, spreader operators, soil testers, and office staff. Work orders, field boundaries, and job details became accessible across devices, eliminating the inefficiencies of paper maps. Operators could navigate directly to fields using mobile devices, while agronomists coordinated tasks seamlessly across locations. By choosing an intuitive, easy-to-train system, PRO Co-op ensured fast adoption even among seasonal staff and applicators.

■ Outcome

Agworld has transformed PRO Co-op's operations. Dispatch between locations is now coordinated in realtime, mistakes in spreading and spraying have been eliminated, and field data is consistent across the entire business. The system has improved staff retention by making jobs easier for applicators and soil testers, many of whom said they wouldn't return to paper-based workflows. Billing and recordkeeping are streamlined, with maps and histories instantly available. Today, Agworld is core to PRO Co-op's ability to operate efficiently during Montana's short, high-pressure growing season while preparing for the future of precision agriculture.



PRO Co-op

Montana

Length of season

90 days

Crops

Durum wheat, hard red spring wheat, peas, lentils, chickpeas, flax, canola, mustard and various forage crops.

“Agworld solves a real problem. It's super easy to use. The amount of training required to get most of our applicators using it is very minimal.”

Jeannie Rude

Agronomist, PRO co-op, Antelope, MT



Meeting the Demands of a Short Season

PRO Co-op's Antelope location is surrounded by miles of open prairie where winters are long and unforgiving. “The ground will freeze in mid-November and it probably won't thaw out again until the 15th of April,” explains Jeannie Rude, an agronomist at PRO Co-op's Antelope location. “We probably have 45 days as spring work days, and then we'll do weed control for 45 days. Then it's harvest and that's the end of the season”

With such a short window to complete everything from seeding and fertilising to spraying and harvesting, there is no margin for error. PRO Co-op manages a rotation that includes durum and spring wheat, lentils, peas, chickpeas, flax, canola, mustard, and over a dozen different forage crops. Each crop requires careful planning and execution, making efficiency critical to survival in this remote part of Montana.

Before adopting Agworld, operations depended on paper maps and filing cabinets. “We knew the world was changing away from paper maps and at that time, everything we did still involved a paper map,” recalls Jeannie. “We went through reams of paper, cases of printer ink. Every spreading job, the

spreaders got paper maps every morning, soil testers got paper maps. We knew that had to change.”

From Paper to a Single Source of Truth

When PRO Co-op implemented Agworld in 2018, their goal was to make information accessible and consistent across all locations. With multiple agronomists, applicators, and soil testers working in overlapping areas, communication was often fragmented, and so Agworld became the shared hub.

“The first thing we use Agworld for is it’s our source of truth for every field and every map,” Jeannie explains. “Whether we’re spreading a job, spraying a job, soil testing a job, the name of that field, the hectares, Agworld is the source of truth. Having one single source of truth made a lot of things better in the business. It makes billing better, it makes communication better.”

Dispatching also became dramatically simpler. “You start with the map, you put in the work you want done, everybody in the fertiliser plant can see it, all your spreader drivers can see it, your truckers can drive right to the field,” Jeannie says. “I would never have thought directions would’ve mattered that much, but our truckers use it a ton.”

Operator Buy-In and Staff Retention

One of the most telling signs of success came directly from PRO Co-op’s applicators. “By the end of that first season, our spreader guys were like, if you get rid of Agworld, I’m not coming back. I’m not doing this with maps anymore. Ever again,” Jeannie recalls.

Mistakes, once a common and costly occurrence, were virtually eliminated. “We have not spread the wrong field since we started using Agworld,” she adds. “Before, there was more than one field a year where the product got put on the wrong field because a guy just misread a map or went in the wrong gate. That doesn’t happen anymore.” The same is true for soil testing. New staff members who never had to use paper maps say they wouldn’t do the job without digital tools. “I’m pretty sure if I started giving them stacks of maps, I’d be looking for new people to do soil testing,” Jeannie laughs.

For a co-op operating in a region with limited labour availability, retaining skilled seasonal staff is critical. By making work easier, Agworld has become a retention tool as much as an operational one.

Better Grower Relationships

While growers themselves don’t always see the technology behind the scenes, they notice the results. “They love that our process now is so smooth,” Jeannie says. “They don’t have to bring us a map. If we’ve ever done work for them before on a field, we already know exactly where it is. I can send an intern to do a tissue test and it comes back named correctly all the way through”

This accuracy builds confidence and strengthens relationships. The process of setting up digital field maps for new growers can be time-consuming, but Jeannie sees it as an investment. “It’s such a great relationship builder with the customer. You learn so much about their business, and you’ll only ever have to do it once. After that, the field they call North Quarter will always be North Quarter, and that makes every interaction more efficient”

Support and Future Growth

Beyond the software itself, PRO Co-op values Agworld’s responsive support. “If anything comes up, we don’t have an Agworld team, we have an Adam,” Jeannie laughs, referencing her customer success manager. “He answers our questions, helps us with anything we need, and makes it work smoother. The support has been really remarkable.”

Looking ahead, Jeannie sees new opportunities in precision application. “Application technology is changing really fast right now,” she says. “Our field size is enormous and margins are tight. Making the best use of the grower’s



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resources, putting that where the best soil is, that really matters. We'd like to do a lot more variable rate."

But she also remains cautious. "The last thing I want to do is jump too far and waste people's time instead of adding value. Stuff has to work here. With such a short season, nothing is more frustrating than doing a variable rate map and it won't load. That's my biggest fear with technology."

For PRO Co-op, technology isn't about chasing the latest trends, it's about solving real problems. "Agworld solves a real problem. It's super easy to use. The amount of training required to get most of our applicators using it is very minimal," Jeannie says. "If you're not solving a real problem, if you're not making somebody's business more efficient, then that's not the right choice. But for us, Agworld does".

By adopting Agworld, PRO Co-op has modernised its operations, reduced mistakes, strengthened grower trust, and made jobs easier for its staff. In a business where every hour counts and the season is painfully short, Agworld has become the backbone that allows this independent, grower-owned co-op to thrive on the edge of Montana's prairies.



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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