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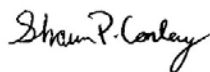
Dear Wisconsin Crop Producers:

I am embarking on a State-Wide Project aimed at generating baseline producer data on current soybean management practices in Wisconsin's production systems. This project is funded by the Wisconsin Soybean Marketing Board and the North Central Soybean Research Program (NCSRP). The project goal is to ***identify the key factors that preclude the State's Soybean Producers from obtaining yields that should be potentially possible on their respective individual farms. The term used for the difference between what yield is possible on your farm each year and what you yield you actually achieve is called a "Yield Gap".***

We are therefore asking Crop Producers in Wisconsin to provide us with yield and other agronomic data specific to their soybean production fields. With that data, we could then conduct an in-depth analysis of what on-farm factors might be causing a Yield Gap on producer farms. We intend to provide annual reports to all crop producers informing them of what factors we may have identified that, based on our analysis of the data collected from farms, are likely limiting you from achieving soybean yields closer to yield potential that is likely possible on your farms! Please go to www.coolbean.info to view initial results from data collected the last two years growing seasons or click to view [Key Management Practices That Explain Soybean Yield Gaps Across the North Central US](#).

On the back side of this letter, you will find a Survey Form. Please, complete it and mail it back to my office. Specifically, we are requesting yield and other data specific to four 2017 fields of that YOU grew on your farm. If you cannot recall or do not have data for any given cell in the columns shown on the Survey Form, leave them blank.

We look forward to receiving your data. Keep in mind that all data submissions will be kept strictly confidential. In this project, our objective is to WORK FOR YOU. Our goal is to use the data YOU supply to help YOU get soybean yields on YOUR farm fields that, in the future, will be closer to the potential soybean yields that are possible on those fields, once you know what production system factors are holding back YOUR current soybean yields.



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