



Customizing the Extension Experience



The *MyFields.info* concept:

Our approach to Extension improves access to resources and tools, while providing a unique platform for connecting users to tailored information based on their field location and crops and varieties planted.

In the above picture, our *Pest Sampler* module allows the user to report pest species to be monitored through real-time mapping to enable user-specific alerts based on where the growers fields are and what is planted in that field. This is a major improvement over the current Extension model, which requires the user to search all available Extension materials from multiple sources for specific information.

***MyFields* will leverage push technologies to help manage fields and farm**

