

## BKR Farms

Ryan Christensen is a fifth-generation farmer with a keen eye on profitability. He views his farm data as a critical asset that empowers sound decision-making. "I'm grateful that my dad was an innovator because he's given me the license to spend money on software that allows us to have a better return on investment."

Born into the quaint southeastern city of Grace, Idaho, Ryan eventually graduated college in 2008 and moved back to the farm. Today, he grows potatoes and wheat, with a bit of feed barley and oats. He and his wife now raise their four children there.



## At a glance



Headquarters: Grace, ID

Crops Grown: Potatoes, Wheat,  
Feed Barley, Oats

**3500**

year they started farming

**11**

million pounds of on site potato storage

**9**

hole community golf course (35 acres  
irrigated by a variable-rate pivot)

**2019**

year they started using Conservis

## Challenges



**Complete Financial  
Visibility**



**Return on  
Investment & Profit**



**Control Over  
Entire Operation**

Ryan desired one system that would show him BKR Farm's full financial picture. Prior to Conservis, Ryan's ability to access the information was complex. "Before, it was a matter of going to this software and this spreadsheet, and this bank and that bank, and finding this contract and then creating another spreadsheet to compare all those numbers," said Ryan.

Return on investment, maximizing profit and controlling his entire operation are critical to Ryan. Previously, Ryan had used other farm management systems, but he wasn't seeing his return on investment the way he does using Conservis. Frustrated with having to piece together numerous data streams, Ryan looked to Conservis to simplify and unite his data.

# Results



## Complete Financial Visibility - Agtech & Finance Unite

In March 2020, Ryan received his loan renewal packet from Conservis. It was the very first of its kind, resulting from the partnership efforts between Rabo AgriFinance and Conservis. "I reviewed it and everything looked great," stated Ryan. *"With that lender packet that's available now, I can not only see that information, but I can share it with my lender, and he sees the whole picture as well! It provides that open communication that allows us to work together so that I'm profitable, and they're profitable. It's a win-win."* Growers using any lender can leverage this technology today.



## Return on Investment & Profit

"What I love about Conservis is being able to see what your inputs are and seeing your return on investment, because that's the bottom line," said Ryan. *"You can have amazing high yields, but unless you know what's going into producing those yields, then big yields don't matter."* Because you could be a big yielder and still lose money if you're not understanding your input costs. That's why I've always been one to research farm management software."



## Crop Insurance Claims

Prior to Conservis, Ryan spent years trying to match their farm's yield data with FSA and their insurance company. This resulted in going over a decade without receiving an insurance claim even though they'd experienced hail, drought and fires. *"With this one [Conservis] insurance claim, I received more in just this one year than I have in the last 10-15 years combined,"* said Ryan.



## Standing Above the Competition

"I've used two or three other farm management systems and I've downloaded dozens of others. What really sets Conservis apart is it helps me in my day-to-day, but it doesn't get in the way of my operation," stated Ryan. *"Conservis takes the best of all the different software programs that I've used and marries into a straightforward platform to make decisions based on more than just yield,"* said Ryan.



## Scenario Comparisons to Maximize Profit

*"In just the five months since I've been using Planning and Budgeting, I've changed my thoughts regarding my plan, based on current market prices and market availability,"* stated Ryan. "I can drop in and say, 'What if I want to grow mustard instead of feed barley? How's that going to affect my bottom line?' Planning and Budgeting makes it so easy to make those decisions as time changes and as markets change on a daily basis."