

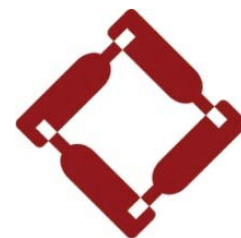


WITS

WINE INDUSTRY
TECHNOLOGY
SYMPOSIUM

Collecting Production Field Data

July 16-17, 2009 Napa Valley Marriott



WITS

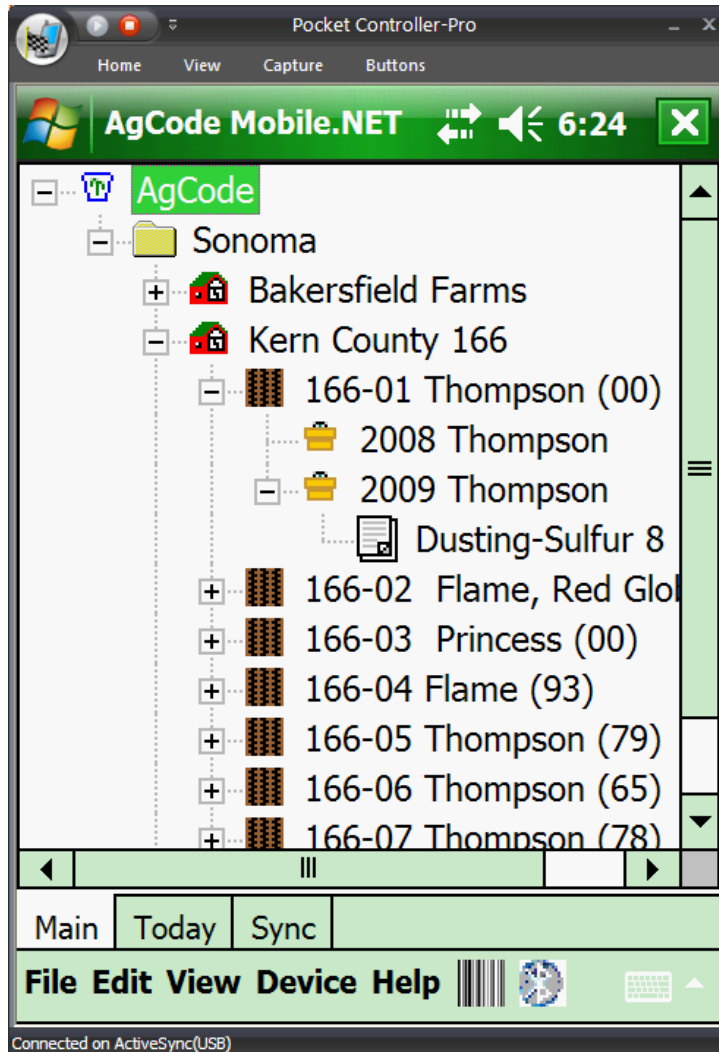


- Tailored Application Developer
- Three Platforms
 - AgCode Mobile
 - AgCode.Net
 - AgCode Desktop
- Four Modules
 - Field Pay
 - Total Ranch
 - Total Scout
 - TruTrack



July 16-17, 2009 Napa Valley Marriott

Field Data Collection System



AgCode Mobile: Windows Mobile based software used to collect field inputs:

- Labor
- Material
- Equipment
- Detailed Observations



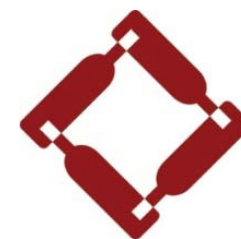
WITS

Field Data Collection System

- **AgCode.Net:** Windows.NET secure web-based application that allows for secure data exchange, data audit, reporting and process data flow

The screenshot shows the 'Task Planning' web application in a Windows Internet Explorer browser. The URL is https://www.agcode.net/AgCodeNET2/secure/Task/TaskPlanning.aspx. The page features a navigation menu with 'Home', 'Budget Management Center', and 'Task Planning'. A welcome message reads 'Welcome AgCode Demonstration! If this is not you, click here.' Below this is a form for filtering tasks, including fields for 'Activity Code Category' (set to 'All'), 'Date Range' (set to 'This Year'), 'Activity Code' (set to '218 Fungicides'), 'Planned For Date' (set to '5/10/2009'), 'Start Date' (set to '1/1/2009'), 'Specification' (set to 'All'), and 'End Date' (set to '12/31/2009'). There are 'Plan', 'UnPlan', and 'Refresh' buttons. A sidebar on the left contains filters for 'Status' (Planned), 'Crop Type' (All), 'Crop Year' (2009), 'Unit' (All), 'Ranch' (Bakersfield Farms, Kern County 166, Starbuck Ranch), 'Program 1' (All), 'Program 2' (All), and 'Block' (166-01 Thompson (C), 166-02 Flame, Red G, 166-03 Princess (00), 166-04 Flame (93)). The main content area is divided into 'Spec Planning' and 'Task Planning' tabs. The 'Task Planning' tab is active, showing a table with columns: Planned For, Ranch, Block, Sub-Block, Activity Code, Task Description, Description 2, Pass, Acres, Total Cost/Acre, Total Mgmt Cost, and Total Cost. The table contains 12 rows of task data.

Planned For	Ranch	Block	Sub-Block	Activity Code	Task Description	Description 2	Pass	Acres	Total Cost/Acre	Total Mgmt Cost	Total Cost
<input type="checkbox"/> 4/21/2009	Kern County 166	166-01 Thompson (00)		218 Fungicides	Dusting-Sulfur 8		1	0	\$17.18	\$0.00	\$0.00
<input type="checkbox"/> 4/21/2009	Kern County 166	166-05 Thompson (79)		218 Fungicides	Dusting-Sulfur 8		1	0	\$17.18	\$0.00	\$0.00
<input type="checkbox"/> 4/21/2009	Kern County 166	166-08 Thompson (65)		218 Fungicides	Dusting-Sulfur 8		1	0	\$17.18	\$0.00	\$0.00
<input type="checkbox"/> 4/21/2009	Kern County 166	166-07 Thompson (78)		218 Fungicides	Dusting-Sulfur 8		1	0	\$17.18	\$0.00	\$0.00
<input type="checkbox"/> 4/30/2009	Kern County 166	166-01 Thompson (00)		218 Fungicides	Dusting-Sulfur 8		2	0	\$17.18	\$0.00	\$0.00
<input type="checkbox"/> 4/30/2009	Kern County 166	166-05 Thompson (79)		218 Fungicides	Dusting-Sulfur 8		2	0	\$17.18	\$0.00	\$0.00
<input type="checkbox"/> 4/30/2009	Kern County 166	166-08 Thompson (65)		218 Fungicides	Dusting-Sulfur 8		2	0	\$17.18	\$0.00	\$0.00
<input type="checkbox"/> 4/30/2009	Kern County 166	166-07 Thompson (78)		218 Fungicides	Dusting-Sulfur 8		2	0	\$17.18	\$0.00	\$0.00
<input type="checkbox"/> 5/10/2009	Kern County 166	166-01 Thompson (00)		218 Fungicides	Dusting-Sulfur 8		3	0	\$17.18	\$0.00	\$0.00
<input type="checkbox"/> 5/10/2009	Kern County 166	166-05 Thompson (79)		218 Fungicides	Dusting-Sulfur 8		3	0	\$17.18	\$0.00	\$0.00



WITS

Field Data Collection System

- **AgCode Desktop**: Windows.NET technology that runs on a local or WAN based SQL database and allows for data entry and local reporting:

AgCode Desktop

POWERED BY AgCode III

Receiving

Pallet Tag [v] [Print] [Filter] [Record]

Receiving Number: 90004 PO Number: Scheduled For: 7/13/2009 Completed: 7/13/2009 Notes:

Receive From: Kern County 166 Receive Into: Cooler Warehouse Received By: Select...

1234 South Ave Modesto, CA 95352 4658 West St Modesto, CA 95352

<input type="checkbox"/>	Variety	Lot	Package	Quantity	Units	Warehouse Location 1
<input type="checkbox"/>	Thompson See...	09166-02	16# Styrofoa...	450	Case	Select...
<input type="checkbox"/>	Thompson See...	09166-02	19# Bags	2000	Case	Select...

Add Lot Line [Cancel] [Delete] [Apply Record]

	Receiving Number	Receive From	Crop Type	Variety	Lot	Package	Quantity	Unit of Measure	Completed Date
<input checked="" type="checkbox"/>	9214014	Kern County 166	Grapes	Summer Royal	09166-08	19# Bags	120	Case	7/13/2009
<input checked="" type="checkbox"/>	9214014	Kern County 166	Grapes	Thompson Seed...	09166-03	19# Cardboard ...	100	Case	7/13/2009

7/13/2009 10:52:44 PM





WITS

WINE INDUSTRY
TECHNOLOGY
SYMPOSIUM

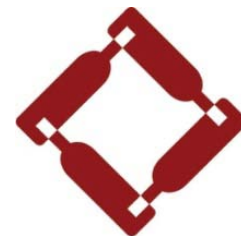
Things to Consider when setting up a Field Data Collection System

Process

Process

Process

July 16-17, 2009 Napa Valley Marriott



WITS

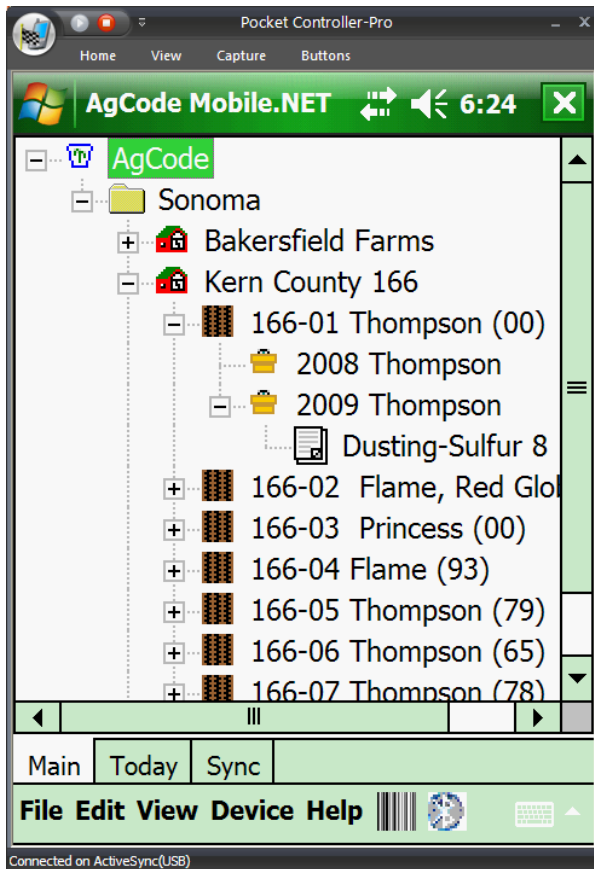
Process Considerations

- Key things to consider in Production Field Data
 - Work Flow
 - How does your organization work
 - Best Practices
 - Integrate the data collection as part of your best practices
 - Data Processing
 - What happens to the data once it get back to the office
 - Business Intelligence
 - What Reports and Business Intelligence is needed
 - To Whom
 - At What Level
 - And When



Field Data Collection System

Work Flow

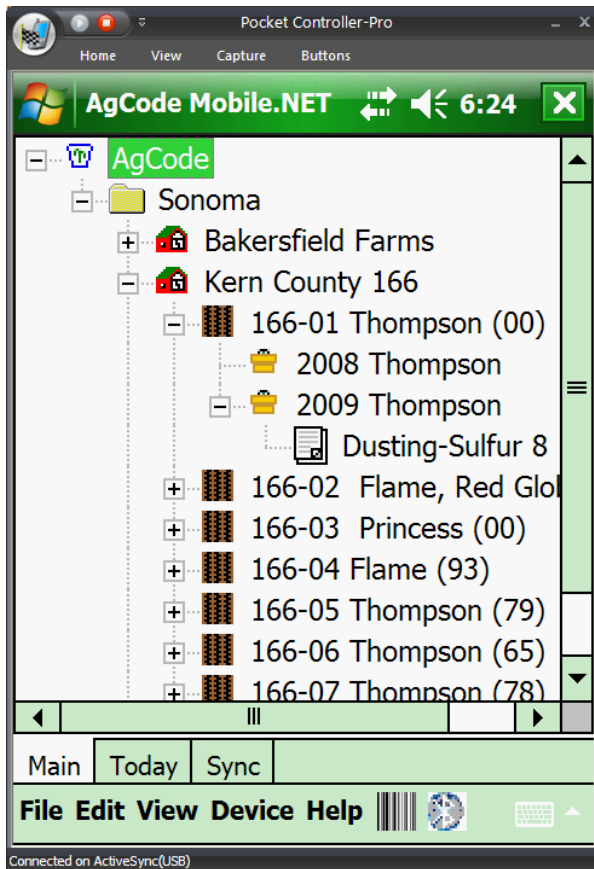


- Data Structure
 - Block
 - Sub-Block
 - Data Pods
 - Seasons



Field Data Collection System

Work Flow



- What do you wish to collect?
 - General Data
 - Personnel
 - Equipment
 - Materials

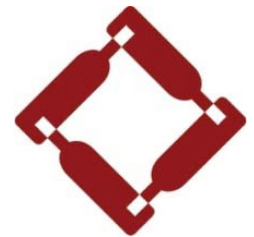


Field Data Collection System

Work Flow

The screenshot displays the AgCode Mobile.NET application interface. At the top, the status bar shows the Windows logo, the application name 'AgCode Mobile.NET', signal strength, a speaker icon, and the time '7:43'. Below this, the header area contains 'Kern County 166 - 166-01' and 'Dusting-Sulfur'. The main data entry area includes '218 Fungicides - Dusting-Sulfur 8' and '7-14-09'. There are two checkboxes: 'Activity Code' (unchecked) and 'Piece' (unchecked), followed by 'Apply to Spec'. A dropdown menu is set to '218 Fungicides'. Below that, 'Labor Type' is set to 'Corporate'. A section for dates shows 'Scheduled For: 4-14-09' and 'Record Date: 7 /14/09' with navigation arrows. A summary box shows 'Previous Complete: 0 Acres, 0%' and two highlighted boxes: 'Acres Complete 50.00' and 'Pct Complete 100.0'. At the bottom, there are tabs for 'GEN', 'PER', 'EQP', 'MAT', and 'NOT'. The bottom status bar includes 'File Time Work Record', a barcode icon, a folder icon, an information icon, a keyboard icon, and a status indicator 'Connected on ActiveSync(USB)'.

- General Data
 - Activities
 - Labor Type
 - Date
 - In-Progress Tracking



WITS

July 16-17, 2009 Napa Valley Marriott

Field Data Collection System

Work Flow

AgCode Mobile.NET 8:04

Starbuck Ranch - ST19 - 2009 Prune Spur
230 Hand Prun - Prune Spur Zin 7-17-09

Company:

Crew: 7027 - 01

Badge	Name
1003	Pede Rodrequez
1002	Rogilio Navarro
1005	Camilia Sosco
1006	Filipe Rodreguez

Employee Time Work
GEN PER EQP MAT DET

File Time Work Record

Connected on ActiveSync(USB)

AgCode Mobile.NET 7:45

Kern County 166 - 166-01 Dusting-Sulfur
218 Fungicides - Dusting-Sulfur 8 7-14-09

Hall Ag

Hall Ag Crew 3 Hall Ag Foreman

Head Count... 18 Hrs... 9
Hours Each... 8.33 Rate... 11.25
Hourly Rate... 7.50
Total Hours... 150

Personnel/Time Work
GEN PER EQP MAT NOT

File Time Work Record

Connected on ActiveSync(USB)

- Personnel
 - What type of Labor are you Tracking?
 - Company Personnel
 - Farm Labor Contractor

Field Data Collection System

Work Flow

AgCode Mobile.NET 7:47
Kern County 166 - 166-01 Dusting-Sulfur
218 Fungicides - Dusting-Sulfur 8 7-14-09

Crew:
Badge:

Code	Description
1300	Cat D3
1400	Trencher

GEN PER EQP MAT NOT

File Time Work Record

Connected on ActiveSync(USB)

Equipment

- Equipment Types
- Equipment Pieces
- Equipment Teams

AgCode Mobile.NET 7:47
Kern County 166 - 166-01 09-
218 Fungicides - Dusting-Sulfur 8 7-14-09

Used

Serial #	Description
1300	Cat D3
1400	Trencher

Clear Add Remove OK

Available

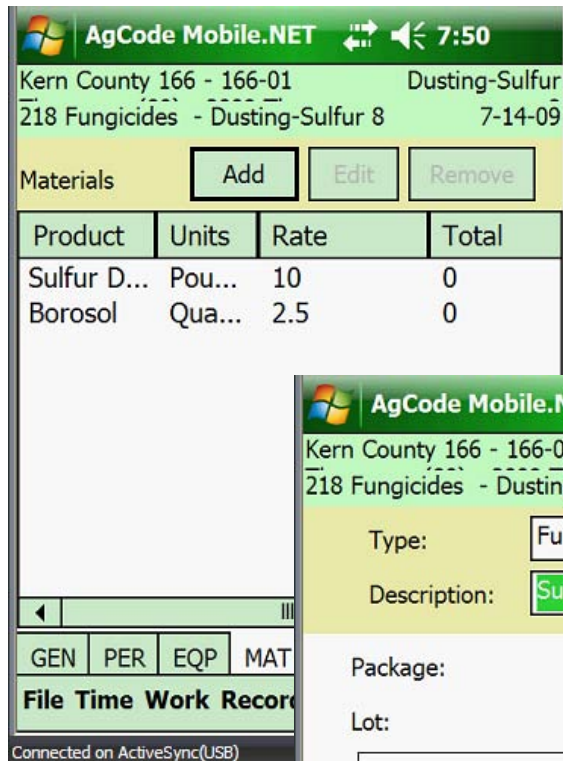
Serial #	Description
1233456	Ford TN75
1301	Cat D3 + mower
1305	Cat D3 + disc
1306	Cat D3 + ripper
1500	Ford 8630 Tractor
1600	Ford 7710 + Trench Mower

Connected on ActiveSync(USB)

July 16



Field Data Collection System Work Flow



AgCode Mobile.NET 7:50

Kern County 166 - 166-01 Dusting-Sulfur
218 Fungicides - Dusting-Sulfur 8 7-14-09

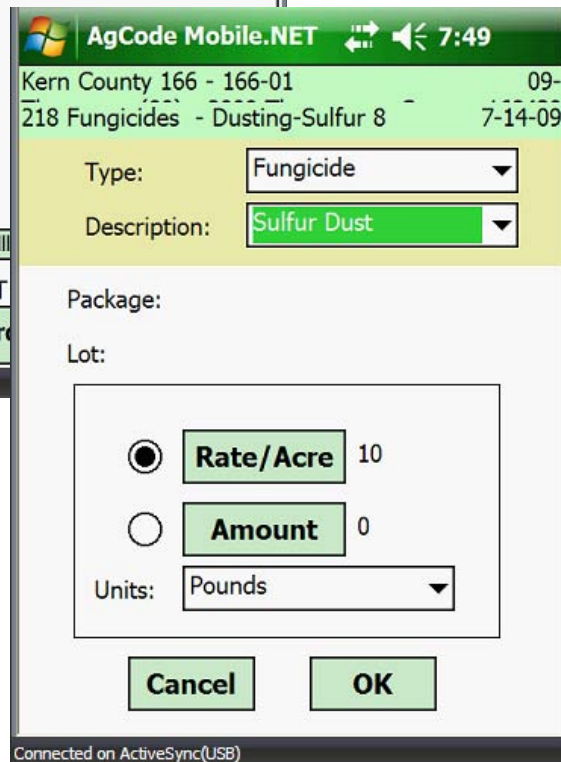
Materials

Product	Units	Rate	Total
Sulfur D...	Pou...	10	0
Borosol	Qua...	2.5	0

GEN PER EQP MAT

File Time Work Record

Connected on ActiveSync(USB)



AgCode Mobile.NET 7:49

Kern County 166 - 166-01 09-
218 Fungicides - Dusting-Sulfur 8 7-14-09

Type:

Description:

Package:

Lot:

10

0

Units:

Connected on ActiveSync(USB)

Materials

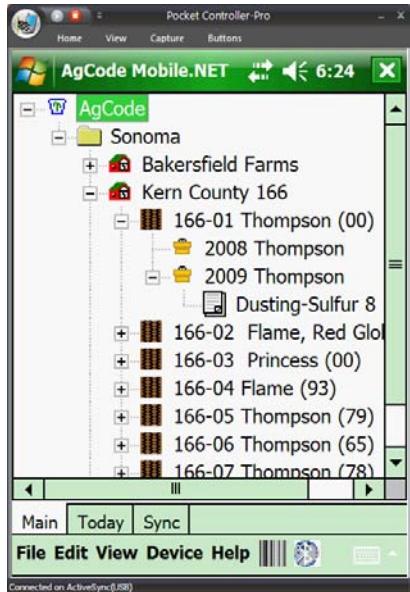
- Versatility
- Applying to Spec
- Tank Mix Adjustment



Field Data Collection System

Work Flow

- Scheduling
 - Work Orders
 - Field Orders
 - Scouting Sessions



Chemical Work Order: 04-5308

Total Ranch System

Ranch: Two Rock Date Scheduled: 6/1/2004
Block(s): Y01 Acres: 15.42
Activity: Elite 4oz /Silvert 1oz
Status: Scheduled
Comments: All blocks every row

Personnel
Name(s): Budget Tractor Driver
Rate(s): \$10.20
Pay UOM: Hour

Equipment
Equipment ID: Ford TN75 +duster
Type: Budget Field
Rate(s): \$34.42
Rate UOM: Per Hour

Materials

Chemical Comments

Chemical Name	EPA Number	Restricted	Est. Rate /Acre	Estimated Total Rate
Elite	01-2303-2	No	1 oz.	15.42 oz.
Silvert	04-2325-1	No	2 oz.	30.84 oz.

Recommendation
Tip Pressure: 30 PSI Nozzle Type: T-993 Speed: 8 MPH

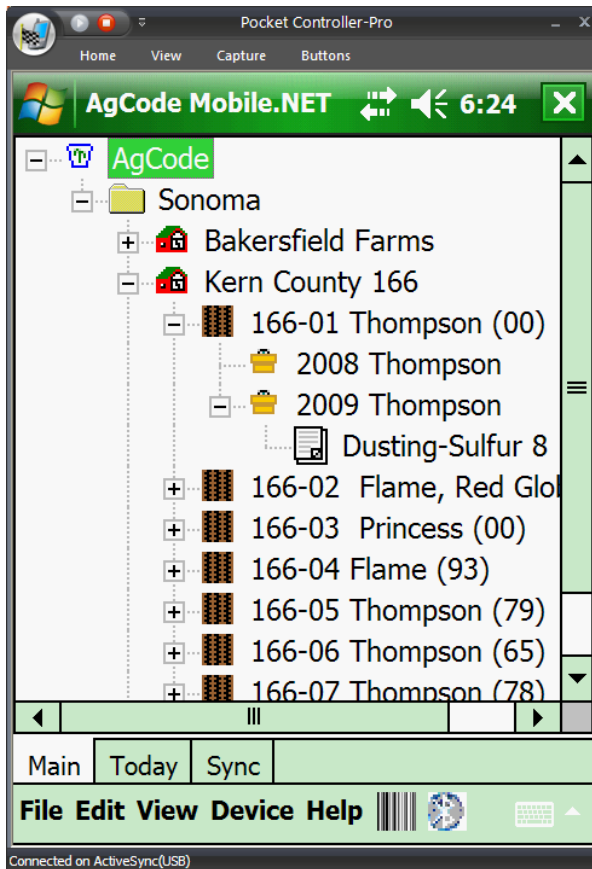
Tank Mix:
Water: 500 Gallons Water
Elite: 175 Gallons
Silvert: 350 Gallons



July 16-17, 2009 Napa Valley Marriott

Field Data Collection System

Work Flow



- How does your labor work?
 - Hand Labor Activities
 - Crew Activities
 - Machine Labor Activities
 - Multiple Blocks
 - Individual Activities
 - Multiple Blocks
 - Multiple Activities



Field Data Collection System

Work Flow

- Hand Labor Activities
 - Clock in by the Crew
 - Clock in and out an Individual
 - Split work based on Net Hours

AgCode Mobile.NET 8:04

Starbuck Ranch - ST19 - 2009 Prune Spur
230 Hand Prun - Prune Spur Zin 7-17-09

Company:

Crew: 7027 - 01

Badge	Name
1003	Pede Rodrequez
1002	Rogilio Navarro
1005	Camilia Sosco
1006	Filipe Rodrequez

AgCode Mobile.NET 8:16

Starbuck Ranch - ST19 - 2009 Prune Spur
230 Hand Prun - Prune Spur Zin 7-17-09

Clock Setting (24-hr)
7-17-09 08 : 15

Clock

Badge #	Start Time	Stop Time
1003	08:15	
1002	08:15	
1005	08:15	
1006	08:15	

File Time Work Rec

Connected on ActiveSync(USB)

Employee Time Work
GEN PER EQP MA

Employee Time Work
GEN PER EQP MAT DET NOT

Yapa Valley Marriott



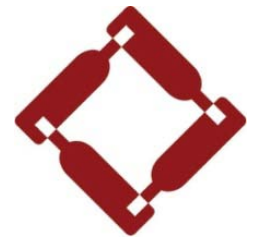
Field Data Collection System

Work Flow

The screenshot shows the AgCode Mobile.NET application interface. At the top, it displays the Windows logo, the text 'AgCode Mobile.NET', and the time '8:19'. Below this, there is a form for data entry. The 'Activity' field is set to '219 Pesticides/Rodent Coni'. The 'Start Date and Time' is set to '7/17/09' at '08:15'. The 'Hours' field is set to '8.5'. Below the form is a table with columns for 'Block', 'Work Order', '%', 'Acres', and 'Hours'. The table contains three rows of data: ST06 (Field Orc, 100%, 10.15 Acres, 1.75 Hours), ST08 (Field Orc, 100%, 24.31 Acres, 3.75 Hours), and ST10 (Field Orc, 70%, 19.25 Acres, 3 Hours). Below the table are buttons for 'GEN', 'PER', 'EQP', 'MAT', and 'NOT'. At the bottom, there is a 'File Record' button and a status bar indicating 'Connected on ActiveSync(USB)'.

Block	Work Order	%	Acres	Hours
ST06	Field Orc	100	10.15	1.75
ST08	Field Orc	100	24.31	3.75
ST10	Field Orc	70	19.25	3
...				
...				
...				

- Machine Labor Activities
 - Single Record for Multiple Blocks
 - Time Distribution is Key



WITS

July 16-17, 2009 Napa Valley Marriott

Field Data Collection System Work Flow

AgCode Mobile.NET 8:22

Personnel
Alexis Hauptert

Start Date and Time
7 /17/09 07 : 45 Now

Block	Work Order	Activity	Hours
ST14	Field Orde	222 Irrig	2.5
ST21	Field Orde	222 Irrig	1.5
ST42	Field Orde	231 Trel	4.5
...	Field Orde	...	

Submit Clear Cancel

Time NOT

File

Connected on ActiveSync(USB)

Individual Activities

- Multiple Blocks
- Multiple Activities



Collecting Production Field Data

AgCode Mobile.NET 7:46

Kern County 166 - 166-01 09-
218 Fungicides - Dusting-Sulfur 8 7-14-09

New Crew Record...

Crew # Hall Ag Crew 3

Badge #

Units... 25639.00 Vines

Use job piece rate: 0.000

Override... 0.350

Cancel OK

Connected on ActiveSync(USB)

- Labor Metrics
 - Pieces per hour
 - Tons per hour
 - Projected Activity Cost



Collecting Production Field Data

Data Processing

- Task Conversion Questions
 - Split by Shifts
 - Apply Lunches
 - Distribution Piece Work
- Payroll Processing
 - Pay Rules
 - Reassemble a Record When Editing
 - Can you apply changes to Everyone?
- Data Storage
 - Does it store by the pay condition?



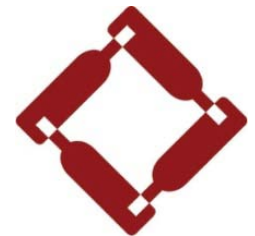
Collecting Production Field Data

Data Processing

Hours Report by Employee

Report Date Range: 10/1/2007 to 10/14/2007

Credit Date	Sup ID	Block	Job	Type	Status	Time In	Time Out	Hours	Lunch	Qty	Piece Rate	Hourly Rate	Pay
1001 Dion Harste													
10/01/2007	7015	ST01	201	Hourly	Exported	5:00	16:30	11.00	Yes	0.00	0.00	\$23.35	\$256.82
10/02/2007	4117	ST03	256	Hourly	Exported	5:00	15:30	10.00	Yes	0.00	0.00	\$22.48	\$224.78
10/03/2007	3964	ST00	256	Hourly	Exported	5:00	16:30	11.00	Yes	0.00	0.00	\$23.35	\$256.82
10/04/2007	3964	ST07	256	Hourly	Exported	5:00	16:30	11.00	Yes	0.00	0.00	\$23.35	\$256.82
10/05/2007	3964	ST07	256	Hourly	Exported	6:00	11:00	5.00	No	0.00	0.00	\$21.36	\$106.80
10/05/2007	3964	ST14	256	Hourly	Exported	11:00	18:00	6.50	Yes	0.00	0.00	\$25.47	\$165.54
10/06/2007	3964	ST11	217	Hourly	Exported	11:00	15:30	4.00	Yes	0.00	0.00	\$21.36	\$85.44
10/06/2007	3964	ST11	254	Hourly	Exported	7:00	11:00	4.00	No	0.00	0.00	\$21.36	\$85.44
10/08/2007	3964	ST21	256	Hourly	Exported	7:15	18:30	10.75	Yes	0.00	0.00	\$23.35	\$250.98
10/08/2007	3964	ST11	262	Hourly	Exported	7:00	7:15	0.25	No	0.00	0.00	\$21.36	\$5.34
10/09/2007	3964	ST23	256	Hourly	Exported	7:00	15:30	8.00	Yes	0.00	0.00	\$21.36	\$170.88
10/10/2007	3964	ST23	256	Hourly	Exported	7:00	12:00	5.00	No	0.00	0.00	\$21.36	\$106.80
10/10/2007	3964	ST11	217	Hourly	Exported	12:00	17:30	5.00	Yes	0.00	0.00	\$23.50	\$117.48
10/11/2007	3964	ST23	256	Hourly	Exported	7:00	15:30	8.00	Yes	0.00	0.00	\$21.36	\$170.88
10/13/2007	3964	ST18	257	Hourly	Exported	7:00	15:30	8.00	Yes	0.00	0.00	\$21.36	\$170.88
10/14/2007	3964	ST23	256	Hourly	Exported	7:00	18:00	10.50	Yes	0.00	0.00	\$34.33	\$360.45
												118.00	\$2,792.15



WITS

Collecting Production Field Data

Data Processing

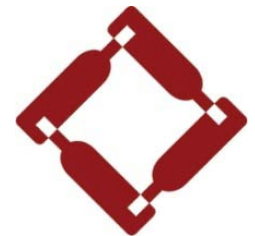
Hours Report by Employee

Report Date Range: 10/1/2007 to 10/14/2007

Credit Date	Sup ID	Block	Job	Type	Status	Time In	Time Out	Hours	Lunch	Qty	Piece Rate	Hourly Rate	Pay	
1001 Dion Harste														
10/01/2007	7015	ST01	201	Hourly	Exported	5:00	16:30	11.00	Yes	0.00	0.00	\$23.35	\$256.82	
10/02/2007	4117	ST03	256	Hourly	Exported	5:00	15:30	10.00	Yes	0.00	0.00	\$22.48	\$224.78	
10/03/2007	3964	ST00	256	Hourly	Exported	5:00	16:30	11.00	Yes	0.00	0.00	\$23.35	\$256.82	
10/04/2007	3964	ST07	256	Hourly	Exported	5:00	16:30	11.00	Yes	0.00	0.00	\$23.35	\$256.82	
10/05/2007	3964	ST07	256	Hourly	Exported	6:00	11:00	5.00	No	0.00	0.00	\$21.36	\$106.80	
10/05/2007	3964	ST14	256	Hourly	Exported	11:00	18:00	6.50	Yes	0.00	0.00	\$25.47	\$165.54	
10/06/2007	3964	ST11	217	Hourly	Exported	11:00	15:30	4.00	Yes	0.00	0.00	\$21.36	\$85.44	
10/06/2007	3964	ST11	254	Hourly	Exported	7:00	11:00	4.00	No	0.00	0.00	\$21.36	\$85.44	
10/08/2007	3964	ST21	256	Hourly	Exported	7:15	18:30	10.75	Yes	0.00	0.00	\$23.35	\$250.98	
10/08/2007	3964	ST11	262	Hourly	Exported	7:00	7:15	0.25	No	0.00	0.00	\$21.36	\$5.34	
10/09/2007	3964	ST23	256	Hourly	Exported	7:00	15:30	8.00	Yes	0.00	0.00	\$21.36	\$170.88	
10/10/2007	3964	ST23	256	Hourly	Exported	7:00	12:00	5.00	No	0.00	0.00	\$21.36	\$106.80	
10/10/2007	3964	ST11	217	Hourly	Exported	12:00	17:30	5.00	Yes	0.00	0.00	\$23.50	\$117.48	
10/11/2007	3964	ST23	256	Hourly	Exported	7:00	15:30	8.00	Yes	0.00	0.00	\$21.36	\$170.88	
10/13/2007	3964	ST18	257	Hourly	Exported	7:00	15:30	8.00	Yes	0.00	0.00	\$21.36	\$170.88	
10/14/2007	3964	ST23	256	Hourly	Exported	7:00	18:00	10.50	Yes	0.00	0.00	\$34.33	\$360.45	
								118.00					\$2,792.15	

Employee 7015

- Worked in Block ST01 from 5:00 to 16:30
- Lunch was taken
- Work was hourly
- Blended hourly rate was \$23.35



WITS

Collecting Production Field Data

Data Processing

Employee Timecard

Report Date Range: 10/1/2007 to 10/14/2007

Credit Date	Sup ID	Block	Job	Type	Qty	Piece Rate	Hourly Rate	Start Time	Stop Time	Premium	Regular Hours	OT1 Hours	OT2 Hours	Pay
Employee: 1001 Dion Harste												Pay Group: Field Worker		
10/01/2007	7015	ST01	201	Hourly	0.00		\$21.86	5:00	6:00	0.50	1.00	0.00	0.00	\$21.86
10/01/2007	7015	ST01	201	Hourly	0.00		\$21.36	6:00	14:30	0.00	8.00	0.00	0.00	\$170.88
10/01/2007	7015	ST01	201	Hourly	0.00		\$32.04	14:30	16:30	0.00	0.00	2.00	0.00	\$64.08
10/02/2007	4117	ST03	256	Hourly	0.00		\$21.86	5:00	6:00	0.50	1.00	0.00	0.00	\$21.86
10/02/2007	4117	ST03	256	Hourly	0.00		\$21.36	6:00	14:30	0.00	8.00	0.00	0.00	\$170.88
10/02/2007	4117	ST03	256	Hourly	0.00		\$32.04	14:30	15:30	0.00	0.00	1.00	0.00	\$32.04
10/03/2007	3964	ST00	256	Hourly	0.00		\$21.86	5:00	6:00	0.50	1.00	0.00	0.00	\$21.86
10/03/2007	3964	ST00	256	Hourly	0.00		\$21.36	6:00	14:30	0.00	8.00	0.00	0.00	\$170.88
10/03/2007	3964	ST00	256	Hourly	0.00		\$32.04	14:30	16:30	0.00	0.00	2.00	0.00	\$64.08
10/04/2007	3964	ST07	256	Hourly	0.00		\$21.86	5:00	6:00	0.50	1.00	0.00	0.00	\$21.86
10/04/2007	3964	ST07	256	Hourly	0.00		\$21.36	6:00	14:30	0.00	8.00	0.00	0.00	\$170.88
10/04/2007	3964	ST07	256	Hourly	0.00		\$32.04	14:30	16:30	0.00	0.00	2.00	0.00	\$64.08
10/05/2007	3964	ST07	256	Hourly	0.00		\$21.36	6:00	11:00	0.00	5.00	0.00	0.00	\$106.80
10/05/2007	3964	ST14	256	Hourly	0.00		\$21.36	11:00	15:30	0.00	4.00	0.00	0.00	\$85.44
10/05/2007	3964	ST14	256	Hourly	0.00		\$32.04	15:30	18:00	0.00	0.00	2.50	0.00	\$80.10
10/06/2007	3964	ST11	254	Hourly	0.00		\$21.36	7:00	11:00	0.00	4.00	0.00	0.00	\$85.44
10/06/2007	3964	ST11	217	Hourly	0.00		\$21.36	11:00	15:30	0.00	4.00	0.00	0.00	\$85.44
10/08/2007	3964	ST11	262	Hourly	0.00		\$21.36	7:00	7:15	0.00	0.25	0.00	0.00	\$5.34
10/08/2007	3964	ST21	256	Hourly	0.00		\$21.36	7:15	16:30	0.00	8.75	0.00	0.00	\$186.90
10/08/2007	3964	ST21	256	Hourly	0.00		\$32.04	16:30	18:30	0.00	0.00	2.00	0.00	\$64.08
10/09/2007	3964	ST23	256	Hourly	0.00		\$21.36	7:00	15:30	0.00	8.00	0.00	0.00	\$170.88
10/10/2007	3964	ST23	256	Hourly	0.00		\$21.36	7:00	12:00	0.00	5.00	0.00	0.00	\$106.80
10/10/2007	3964	ST11	217	Hourly	0.00		\$21.36	12:00	16:30	0.00	4.00	0.00	0.00	\$85.44
10/10/2007	3964	ST11	217	Hourly	0.00		\$32.04	16:30	17:30	0.00	0.00	1.00	0.00	\$32.04
10/11/2007	3964	ST23	256	Hourly	0.00		\$21.36	7:00	15:30	0.00	8.00	0.00	0.00	\$170.88
10/13/2007	3964	ST18	257	Hourly	0.00		\$21.36	7:00	15:30	0.00	8.00	0.00	0.00	\$170.88
10/14/2007	3964	ST23	256	Hourly	0.00		\$32.04	7:00	16:30	0.00	9.00	0.00	0.00	\$288.36
10/14/2007	3964	ST23	256	Hourly	0.00		\$48.06	16:30	18:00	0.00	0.00	1.50	0.00	\$72.09
					0.00						104.00	14.00	0.00	\$2,792.15

Collecting Production Field Data

Data Processing

Employee Timecard

Report Date Range: 10/1/2007 to 10/14/2007

Credit Date	Sup ID	Block	Job	Type	Qty	Piece Rate	Hourly Rate	Start Time	Stop Time	Premium	Regular Hours	OT1 Hours	OT2 Hours	Pay
Employee: 1001 Dion Harste												Pay Group: Field Worker		
10/01/2007	7015	ST01	201	Hourly	0.00		\$21.86	5:00	6:00	0.50	1.00	0.00	0.00	\$21.86
10/01/2007	7015	ST01	201	Hourly	0.00		\$21.36	6:00	14:30	0.00	8.00	0.00	0.00	\$170.88
10/01/2007	7015	ST01	201	Hourly	0.00		\$32.04	14:30	16:30	0.00	0.00	2.00	0.00	\$64.08
10/02/2007	4117	ST03	256	Hourly	0.00		\$21.86	5:00	6:00	0.50	1.00	0.00	0.00	\$21.86
10/02/2007	4117	ST03	256	Hourly	0.00		\$21.36	6:00	14:30	0.00	8.00	0.00	0.00	\$170.88
10/02/2007	4117	ST03	256	Hourly	0.00		\$32.04	14:30	15:30	0.00	0.00	1.00	0.00	\$32.04
10/03/2007	3964	ST00	256	Hourly	0.00		\$21.86	5:00	6:00	0.50	1.00	0.00	0.00	\$21.86
10/03/2007	3964	ST00	256	Hourly	0.00		\$21.36	6:00	14:30	0.00	8.00	0.00	0.00	\$170.88
10/03/2007	3964	ST00	256	Hourly	0.00		\$32.04	14:30	16:30	0.00	0.00	2.00	0.00	\$64.08
10/04/2007	3964	ST07	256	Hourly	0.00		\$21.86	5:00	6:00	0.50	1.00	0.00	0.00	\$21.86
10/04/2007	3964	ST07	256	Hourly	0.00		\$21.36	6:00	14:30	0.00	8.00	0.00	0.00	\$170.88
10/04/2007	3964	ST07	256	Hourly	0.00		\$32.04	14:30	16:30	0.00	0.00	2.00	0.00	\$64.08
10/05/2007	3964	ST07	256	Hourly	0.00		\$21.36	6:00	11:00	0.00	5.00	0.00	0.00	\$106.80
10/05/2007	3964	ST14	256	Hourly	0.00		\$21.36	11:00	15:30	0.00	4.00	0.00	0.00	\$85.44
10/05/2007	3964	ST14	256	Hourly	0.00		\$32.04	15:30	18:00	0.00	0.00	2.50	0.00	\$80.10
10/06/2007	3964	ST11	254	Hourly	0.00		\$21.36	7:00	11:00	0.00	4.00	0.00	0.00	\$85.44
10/06/2007	3964	ST11	217	Hourly	0.00		\$21.36	11:00	15:30	0.00	4.00	0.00	0.00	\$85.44
10/08/2007	3964	ST11	262	Hourly	0.00		\$21.36	7:00	7:15	0.00	0.25	0.00	0.00	\$5.34
10/08/2007	3964	ST21	256	Hourly	0.00		\$21.36	7:15	16:30	0.00	8.75	0.00	0.00	\$186.90
10/08/2007	3964	ST21	256	Hourly	0.00		\$32.04	16:30	18:30	0.00	0.00	2.00	0.00	\$64.08
10/09/2007	3964	ST23	256	Hourly	0.00		\$21.36	7:00	15:30	0.00	8.00	0.00	0.00	\$170.88
10/10/2007	3964	ST23	256	Hourly	0.00		\$21.36	7:00	12:00	0.00	5.00	0.00	0.00	\$106.80
10/10/2007	3964	ST11	217	Hourly	0.00		\$21.36	12:00	16:30	0.00	4.00	0.00	0.00	\$85.44
10/10/2007				Employee 7015			\$32.04	16:30	17:30	0.00	0.00	1.00	0.00	\$32.04
10/11/2007				•Worked in Block ST01 from 5:00 to 16:30			\$21.36	7:00	15:30	0.00	8.00	0.00	0.00	\$170.88
10/13/2007				•Lunch was taken			\$21.36	7:00	15:30	0.00	8.00	0.00	0.00	\$170.88
10/14/2007				•Work was hourly			\$32.04	7:00	16:30	0.00	9.00	0.00	0.00	\$288.36
10/14/2007				•Blended hourly rate was \$23.35			\$48.06	16:30	18:00	0.00	0.00	1.50	0.00	\$72.09
											104.00	14.00	0.00	\$2,792.15

Employee 7015

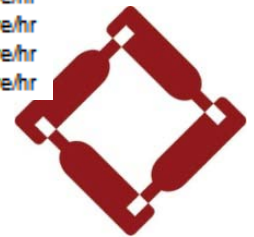
- Worked in Block ST01 from 5:00 to 16:30
- Lunch was taken
- Work was hourly
- Blended hourly rate was \$23.35
- Task was broken into three pay conditions
 - .5 Premium Hours
 - 8.0 Regular Hours
 - 2.0 OT Hours

WITS

Collecting Production Field Data

Business Intelligence

Block	Activity Code	Task	Task Status	Task Date	% Complete	Planned Metric	Actual Metric	Metric Variance	Metric UOM
AgCode									
Starbuck Ranch									
ST 01									
ST 01	230 Hand Pruning	Prune Merlot 11"	Completed	01/08/2007	100%	28.6	30.9	2.3	Vines/hr
ST 01	235 Dormant Tying	Cordon Tying	Completed	01/11/2007	101%	233.8	92.6	(141.2)	Vines/hr
ST 01	210 Weed Control(herbicide/ber	Winter Herbicide Application 11"	Completed	03/08/2007	100%	-	-	-	Tons/hr
ST 01	231 Trellis Install/Repair	Trellis repair & maint.	Completed	03/22/2007	100%	330.0	126.5	(203.5)	Vines/hr
ST 01	217 Soil Amendments/ Fertilize	Bud break application	Completed	03/28/2007	100%	-	-	-	
ST 01	210 Weed Control(herbicide/ber	Field Order	Completed	04/06/2007	100%	-	-	-	
ST 01	218 Fungicides	Dusting-Sulfur 11	Completed	04/09/2007	100%	5.5	5.4	(0.1)	Acre/hr
ST 01	218 Fungicides	Dusting-Sulfur 11 (2)	Completed	04/20/2007	100%	5.5	2.8	(2.7)	Acre/hr
ST 01	221 Irrigation Repair/Maintena	Drip line treatment	Cancelled	05/05/2007	-	10.0	-	-	Acre/hr
ST 01	218 Fungicides	Dusting-Sulfur 11 (3)	Completed	05/07/2007	100%	5.5	3.4	(2.1)	Acre/hr
ST 01	211 Mowing/Shredding	Mow/Shred (Bu)-11	Completed	05/12/2007	100%	1.6	1.4	(0.2)	Acre/hr
ST 01	218 Fungicides	Dusting-Sulfur 11 (4)	Completed	05/15/2007	100%	5.5	4.5	(1.0)	Acre/hr
ST 01	231 Trellis Install/Repair	Trellis repair & maint. (2)	Completed	05/23/2007	150%	1.0	1.6	0.6	Acre/hr
ST 01	218 Fungicides	Dusting-Sulfur 11 (5)	Completed	05/25/2007	100%	5.5	5.4	(0.1)	Acre/hr
ST 01	218 Fungicides	Dusting-Sulfur 11 (8)	Completed	06/09/2007	100%	5.5	6.8	1.3	Acre/hr
ST 01	211 Mowing/Shredding	Mow/Shred (Gr)-11	Cancelled	06/13/2007	-	1.6	-	-	Acre/hr
ST 01	211 Mowing/Shredding	Mow/Shred (Gr)-11	Completed	06/14/2007	50%	1.6	0.7	(0.9)	Acre/hr



WITS

Collecting Production Field Data

Business Intelligence

FLC Invoice Summary

Total: \$ 24,334.50

Total Hours: 634.0

Company	Company Name	AB #	Invoice Number	Invoice Date	BU Object Account	Block	Subledger Type	Activity Amount	Activity Descriptoin
00600	Rodriguez	217316							
					6152-6042-210	D03	C	\$7,567.19	210 Weed Control(herbicide/ber
					-6042-230	ST02	C	\$14,605.63	230 Hand Pruning
					-6042-021	ST03	C	\$2,161.69	0210 CLEAN-UP LABOR

FLC Invoice Summary

Total: \$ 1,792.13

Total Hours: 410.0

08-11101

Company	Company Name	AB #	Invoice Number	Invoice Date	BU Object Account	Block	Subledger Type	Activity Amount	Activity Descriptoin
00600	Hall Ag	412807	08-11101	2/15/08					
					-6042-238	ST00	C	\$136.69	238 Plant/Replant
					-6042-230	ST01	C	\$1,655.44	230 Hand Pruning



Collecting Production Field Data

Business Intelligence

Block Billing

Report Date Range: 9/1/2007 to 9/30/2007

Activity	Task Record	Pay Date	Hours Unit	Net Pay	Billing Rate	Total Personnel	Total Equipment	Total FLC	Total	
ST01									<i>Starbuck Ranch</i>	
Transport client equipment										
1001	Dion Harste	82397	09/18/2007	2.50	70.00	46.48	-	-	-	
1002	Kyle Nichtern	82397	09/18/2007	2.50	45.00	29.88	-	-	-	
0123c	[0123c] Trailer - Trailmax	82397	09/18/2007	2.50	10.00	-	25.00	-	25.00	
0325	[0325] 2002 - Peterbilt 325	82397	09/18/2007	2.50	95.00	-	237.50	-	237.50	
0375n	[0375n] 2002 - GMC Duramax 3/4 ton	82397	09/18/2007	2.50	55.00	-	137.50	-	137.50	
0630	[0630] Client Equipment	82397	09/18/2007	2.50	-	-	-	-	-	
675 - Transport Equipment							-	400.00	-	400.00
Transport Equipment or Supplies							-	400.00	-	400.00
ST01							-	400.00	-	400.00



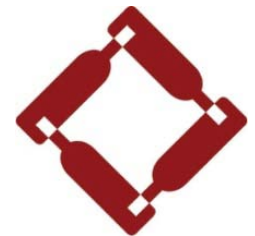
Collecting Production Field Data

Business Intelligence

Veraison Blade Report

Report Date Range: 1/1/2005 to 11/4/2007

Vintage	Veraison %	N %	P %	K %	Mg %	Ca %	Na %	Fe ppm	Mn ppm	B ppm	Cu ppm	Zn ppm
ST01												Starbuck Ranch
2004	50%	1.97	0.34	0.73	0.42	2.24	0.01	183.00	64.00	34.00	5.00	18.00
2005	50%	1.70	0.65	1.06	0.38	2.52	0.05	106.00	63.00	39.00	26.00	43.00
2006	50%	1.97	0.34	0.73	0.42	2.24	0.01	183.00	64.00	34.00	5.00	18.00
2007	50%	1.80	0.43	0.96	0.43	2.44	0.05	168.00	56.00	26.00	6.00	23.00
ST02												Starbuck Ranch
2004	50%	1.83	0.47	0.92	0.33	2.50	0.01	224.00	80.00	35.00	6.00	22.00
2005	50%	1.62	0.60	1.26	0.28	2.79	0.01	125.00	80.00	34.00	16.00	57.00
2006	50%	1.83	0.47	0.92	0.33	2.50	0.01	224.00	80.00	35.00	6.00	22.00
2007	50%	1.76	0.40	0.94	0.29	2.52	0.02	194.00	89.00	22.00	8.00	24.00
ST03												Starbuck Ranch
2004	50%	1.96	0.38	1.04	0.32	2.30	0.02	300.00	70.00	39.00	12.00	28.00
2005	50%	1.78	0.52	1.30	0.24	2.52	0.01	114.00	76.00	27.00	10.00	31.00
2006	50%	1.96	0.38	1.04	0.32	2.30	0.02	300.00	70.00	39.00	12.00	28.00
2007	50%	1.81	0.48	1.13	0.31	2.57	0.02	202.00	87.00	21.00	10.00	20.00



WITS

July 16-17, 2009 Napa Valley Marriott

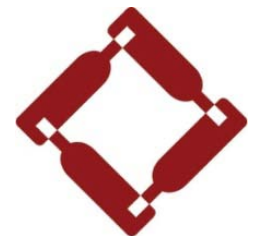
Collecting Production Field Data

Business Intelligence

Mid Season Crop Estimate

Report Date Range: 1/1/2007 to 12/31/2007

Block Name	AHB #	V/A	Bud Break	Bloom	Veraison	Harvest	Cluster / Vine	Est. Cluster	% Prod Vines	Tons / Acre	Acres	Block Total	Yield Estimate
Starbuck Ranch													
ST10	51322	2723	04/07/2007	05/21/2007	08/01/2007	10/17/2007	11.4	0.220	0.99	3.4	0.87	2.94	2.65
ST01	9853	2723	03/30/2007	05/18/2007	07/29/2007	10/09/2007	16.6	0.145	0.91	3.0	1.69	5.04	4.54
ST02	9851	2723	03/31/2007	05/18/2007	07/27/2007	10/07/2007	17.0	0.170	0.94	3.7	4.60	17.01	15.31
ST03	9852	2723	04/01/2007	05/18/2007	07/28/2007	10/07/2007	18.6	0.175	0.94	4.2	1.63	6.79	6.11
ST11	10163	2723	03/27/2007	05/12/2007	08/03/2007	10/09/2007	11.8	0.230	0.92	3.4	1.65	5.61	5.05
ST04	9850	2723	03/31/2007	05/16/2007	07/28/2007	10/04/2007	14.6	0.175	0.93	3.2	2.78	8.99	8.09
ST05	9848	2723	03/31/2007	05/16/2007	07/28/2007	09/21/2007	14.9	0.180	0.94	3.4	4.02	13.80	12.42
ST06	9849	2723	03/31/2007	05/17/2007	07/28/2007	09/20/2007	16.4	0.235	0.93	4.9	3.99	19.47	17.52
ST07	9856	2723	03/31/2007	05/17/2007	07/30/2007	10/04/2007	15.3	0.150	0.94	2.9	3.02	8.87	7.98
ST08	9854	2723	04/01/2007	05/17/2007	07/31/2007	10/05/2007	14.9	0.170	0.94	3.2	3.50	11.35	10.21
ST09	9855	2723	03/31/2007	05/17/2007	07/27/2007	10/05/2007	16.9	0.220	0.94	4.8	4.25	20.22	18.20
ST12	22232	2723	03/25/2007	05/14/2007	08/07/2007	10/11/2007	12.7	0.330	0.78	4.5	2.12	9.44	8.49
ST19	9857	2420	03/30/2007	05/17/2007	07/29/2007	10/17/2007	14.7	0.180	0.75	2.4	3.59	8.62	7.76
ST20	9858	2420	04/02/2007	05/19/2007	07/31/2007	10/17/2007	14.9	0.200	0.67	2.4	3.42	8.26	7.44
ST21	9859	2420	04/03/2007	05/19/2007	08/01/2007	10/17/2007	12.3	0.170	0.68	1.7	1.91	3.29	2.96
ST22	9860	2420	04/03/2007	05/19/2007	07/30/2007	10/17/2007	14.7	0.220	0.66	2.6	1.15	2.97	2.67



WITS

July 16-17, 2009 Napa Valley Marriott

Process Considerations

- Key things to consider in Production Field Data
 - Work Flow
 - How does your organization work
 - Best Practices
 - Integrate the data collection as part of your best practices
 - Data Processing
 - What happens to the data once it get back to the office
 - Business Intelligence
 - What Reports and Business Intelligence is needed
 - To Whom
 - At What Level
 - And When

