

# Precision ag by way of boot straps

Barry Peterson helps bring a game changer to the marketplace

By ERIC MORTENSON  
Capital Press



Courtesy of Papé Machinery  
Barry Peterson rose through the ranks and as integrated solutions manager is taking Papé Machinery into the drone age.

He worked for an electrical sign company before joining Papé 24 years ago.

He is primarily self-taught on computers. Recognizing he needed to get up to speed in an equipment industry transformed by “tele-matics,” he sought out information technology specialists for insight. It became clear agriculture and technology were merging.

“Early on, one of the things that kept coming to the surface is the population is growing, and they’re building where farms used to be,” he said. “We’ve got to figure out a way to feed billions of people with less land. One of the best avenues to do that is through precision agriculture.”

He’s immersed himself in remote diagnostics, automated controls and the production and operational data gathered by modern farm machinery, “Connectivity is really the key,” he said.

In preparation for selling the AgDrone, Peterson learned how to do mission planning — programming the drone’s flight over fields. Papé sales reps will train buyers how to use the drone system.

## Barry Peterson

**Position:** Integrated Solutions manager, Papé Machinery.

**Age:** 52

**Family:** Wife, Valerie, married 30 years; has two sons and a grandson

**Background:** Born in Eugene, Ore., bounced around to other Oregon towns, graduated from McNary High School in Keizer in 1982. Began work for Papé 24 years ago and was named Integrated Solutions manager in 2013.

**Notable:** Not an electrical engineer or software developer. Realized early on he needed to be tech savvy and plunged into the world of computers. The job puts him at the convergence of agriculture and technology.

**Outlook:** When I was approached to take on the position, I didn’t know where I was going to go but I knew we had to start placing our focus on this.”

**The takeaway:** “I love it. It’s been one of the most challenging, one of the most rewarding jobs ever.”

The potential uses appear endless, Peterson said. High-resolution imagery, mapping and the ability to geo-tag problem areas in fields are available to producers.

Growers will have an additional layer of data to monitor crop health, he said, and precise GPS data can be used to pinpoint visual inspection, guide machinery and provide variable rate treatment.

“This next step is definitely a game changer,” Peterson said.

*This story first appeared Jan. 22, 2016.*



 HONEYCOMB™

## Now offering an additional 12 months of data services

Discover the most durable drone system capable of surveying up to 800 acres in a single hour. For a limited time when you purchase an AgDrone™ system you’ll receive a 2-year data plan for the price of 1 year, a \$6,000 value. Hurry, this special offer is only available on the next 15 systems sold beginning May 16 until December 31.

### NO INTEREST, NO PAYMENT FOR 6 MONTHS WHEN PURCHASED WITH MULTI-USE ACCOUNT.

AgDrone™ System comes standard with 1-year data service. Offer limited to the next 15 systems sold May 16 - December 31, 2016. Offer not valid on AgDrone™ Basic or AdDrone™ Plus system. Offer cannot be combined with other HoneyComb programs or discounts.



Learn more at any of our 21 family owned locations in Oregon, Washington, Idaho and Northern California.

Call us at (541) 579-2586 or visit papemachinery.com