



# Exploring the Future of Planter & Seeder Technologies

Presented by: Rob Rudolphi





**National No-Till Conference 2026**



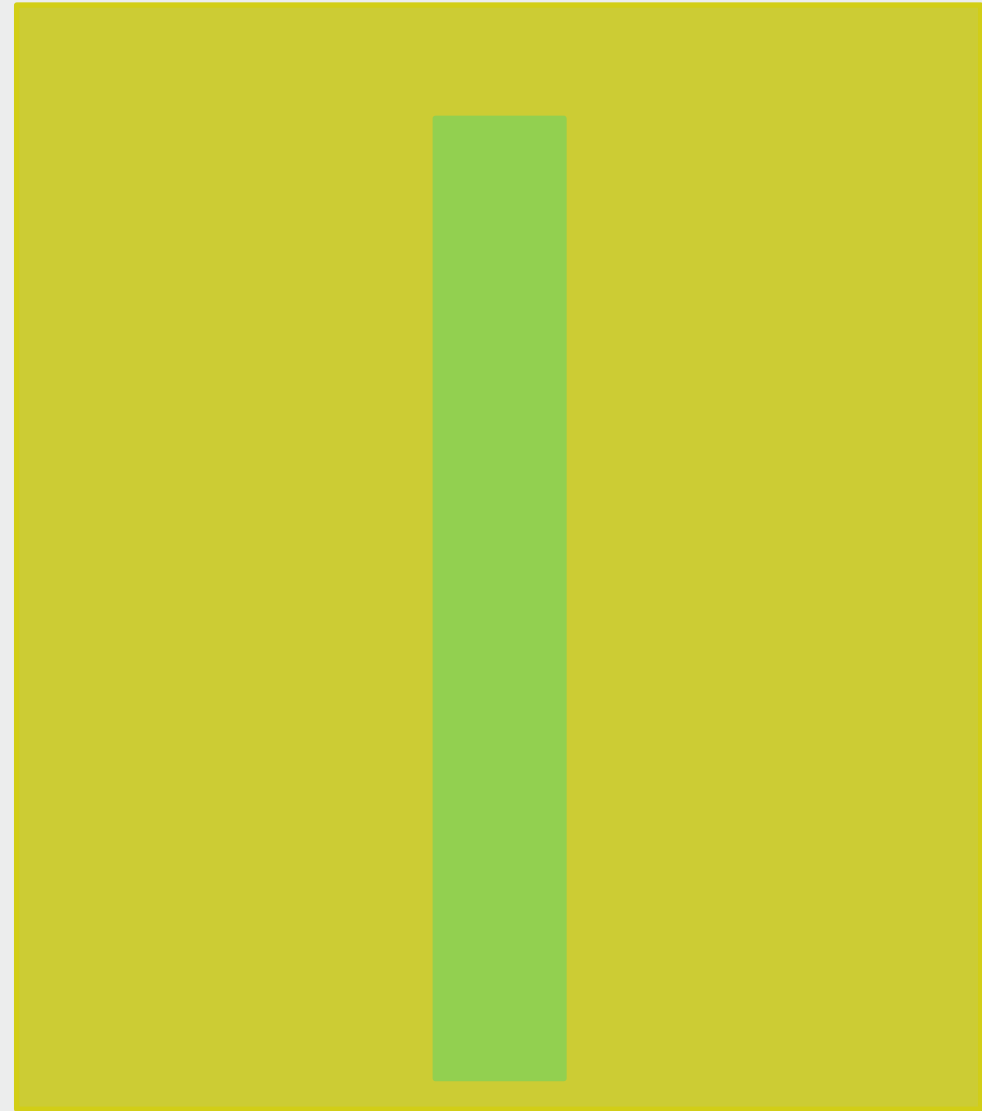
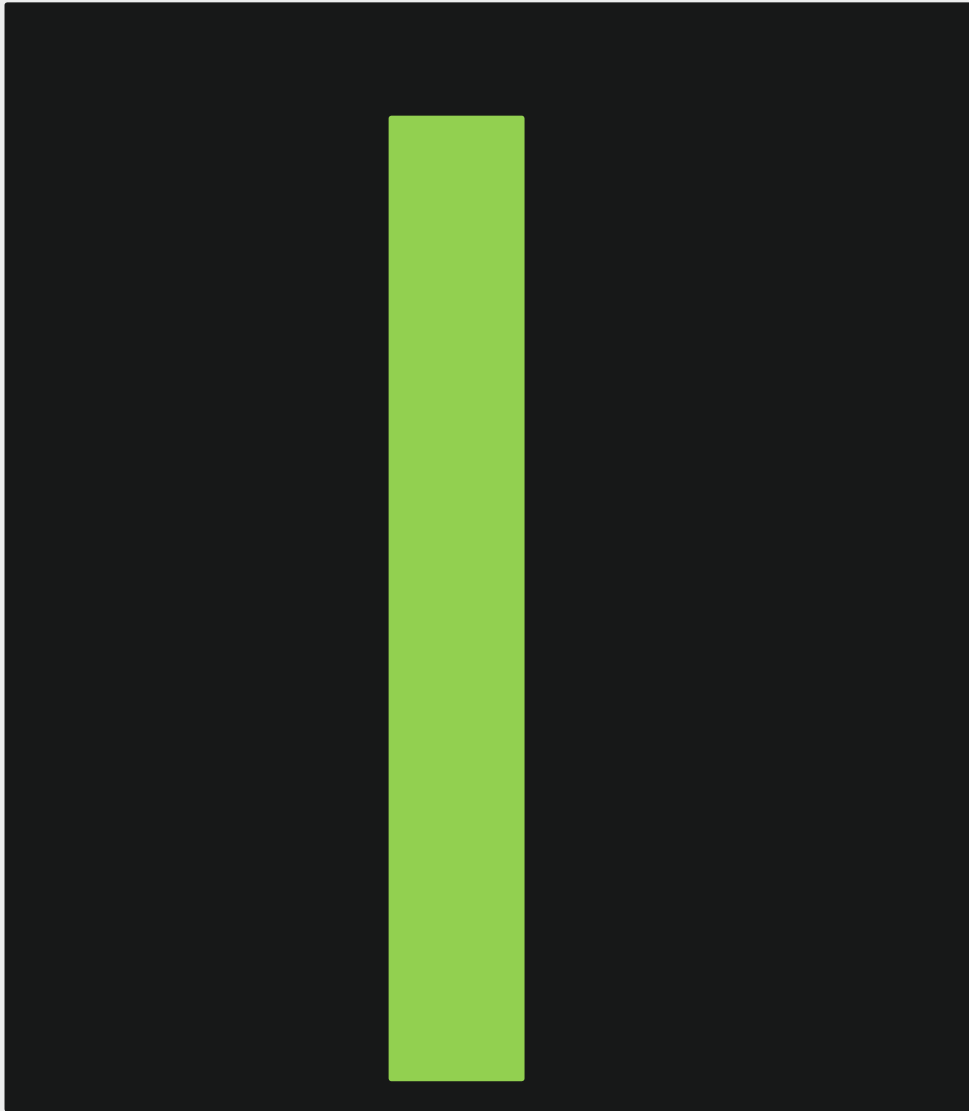


# What is Priority on Your Farm?

- Agronomic Potential
- Financial Returns
- Operational Efficiency
- Conservation/Regenerative Practices
- Input Reduction
- Diversification Advantages
- Generational Preservation
- Landowner Relationships



**Where are you now, and where do you want to go?**

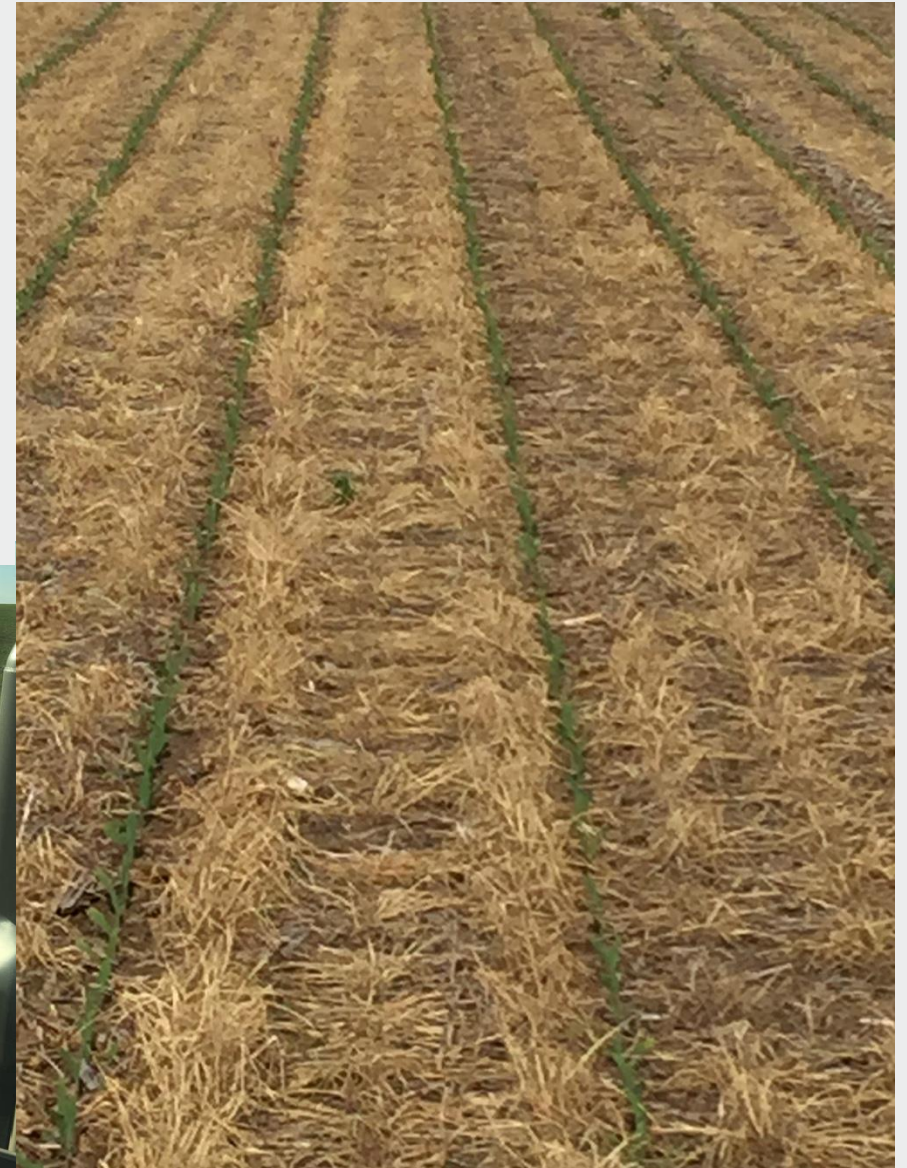


**What are your landowner's expectations?**



# My No-Till Journey

- Farmer from Eastern Iowa
- 100% No-Till (*Never Till*) farm since 1998
- Began cover crops in mid-2000s
- Cover crop every acre since 2012
- Planted bare, brown, green, and *rotten*
- Iowa crop rotations C:S, C:C, S:S, Cereal Rye
- 15-time NNTC attendee





# My No-Till Journey

- Observed trials and triumphs of No-Till farming
- Self-admitted past purchaser of too many gadgets and gimmicks
- Transition yield drags, ugly crops, rough fields, tile ditches, rill erosion
- Healthy soil, moisture retention, water infiltration, robust crops







# Common Broad Over-Reaching Claims

- *Built for All Conditions*
- *Conventional, Min-Till, No-Till*
- *A True One-Pass Solution*
- *The Last....You'll Ever Need to Buy*
- *A Real “Game-Changer”*





# What is Priority on Your Farm?

- Optimize Agronomic Potential
- Achieve Maximum Returns
- Operational Efficiency
- Conservation/Regenerative Practices
- Input Reduction
- Diversification Advantages
- Generational Preservation
- Landowner Relationships



**Where are your shortcomings, where should you invest?**

# The HORSCH Story

Company Journey began in 1984

Built on the concept of “Farming without a plow”



# Selling with a Spade



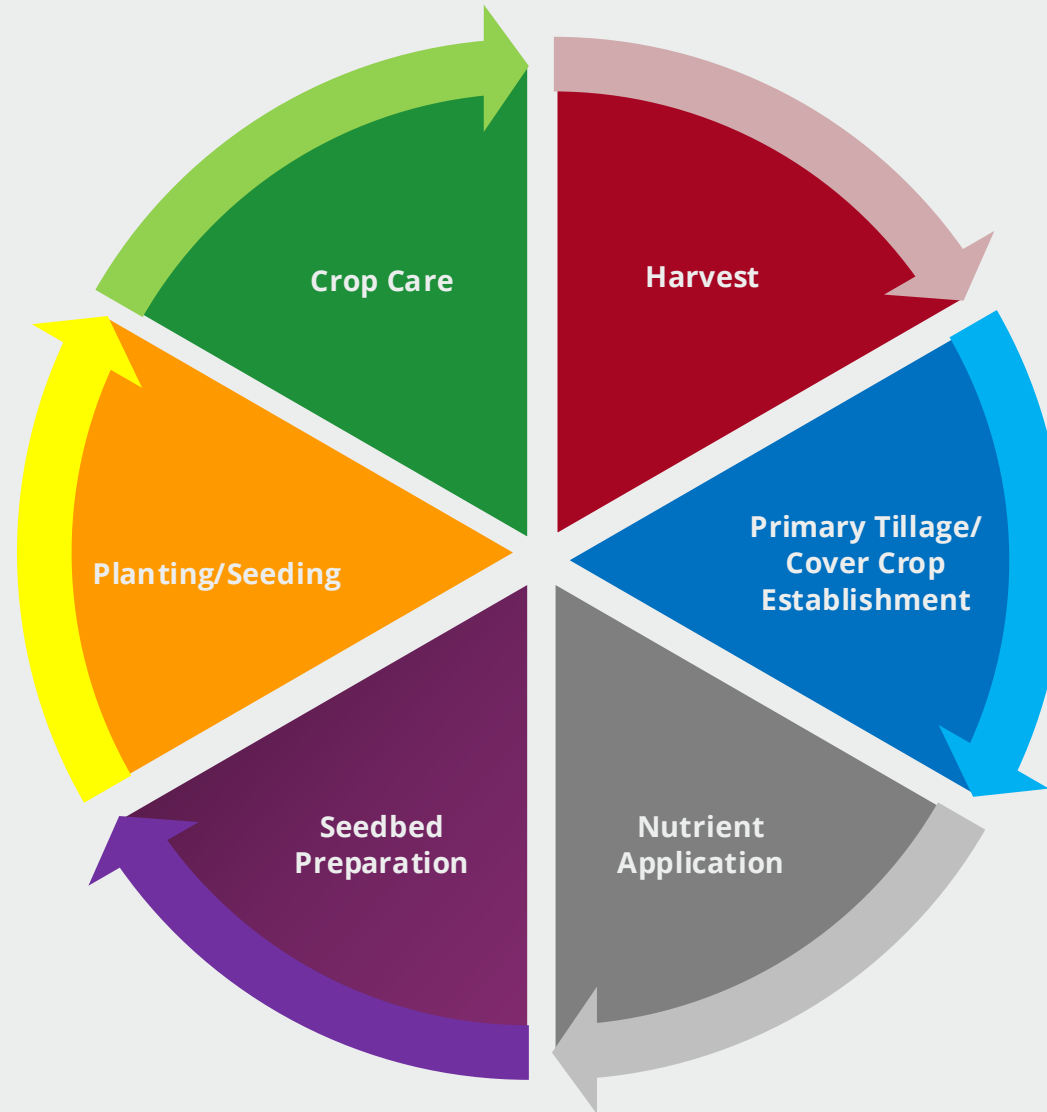




# Horsch Philosophy on Machine Design

- **Agronomically correct**
- **Robust**
- **Precise**
- **Clean designs**
- **Simple, and intuitive to use and service**

# Where does the Precision Process Start?





# The Horsch Farming System





**What is Objective #1 in Planting ?**

**How do we protect the potential  
that is in the bag ?**





## **Horsch Maestro**

Agronomically correct. Robust. Precise. Simple

# First Do No Harm



# First Do No Harm

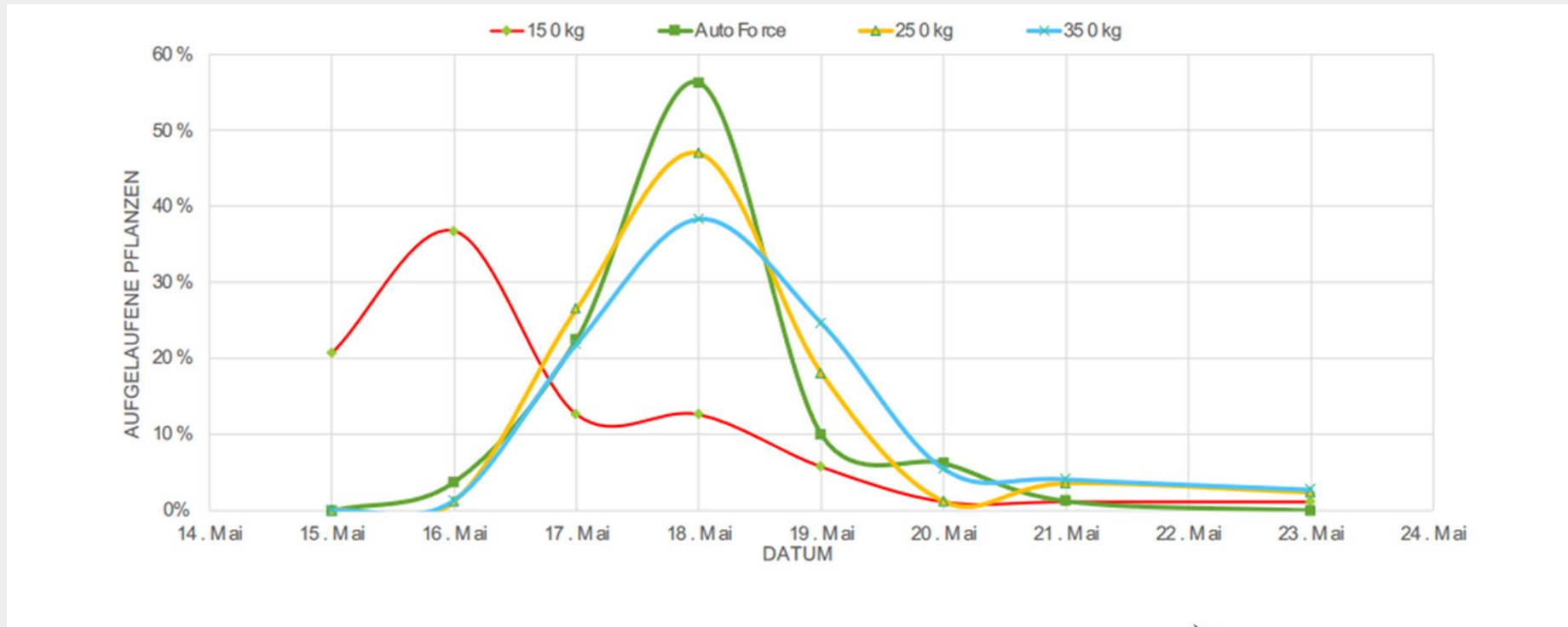




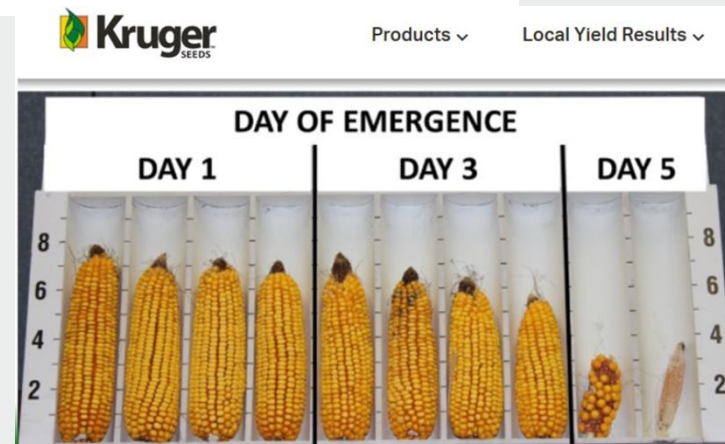
Corn Yield Factors	Effect %	Planter Parameter
Uniform Emergence	5-9%	<ul style="list-style-type: none"><li>Planting Depth</li><li>Down Pressure</li><li>Furrow Integrity</li><li>Furrow Closure</li></ul>
Plant at the right time	2-5%	<ul style="list-style-type: none"><li>Planter capacity</li><li>Planting Speed</li><li>Logistic flow</li></ul>
Correct population	3-5%	<ul style="list-style-type: none"><li>Electric drive</li><li>Calibrated and tested meters</li></ul>
Ideal Spacing	1-2%	<ul style="list-style-type: none"><li>All systems working together</li></ul>



# Furrow Integrity Cannot be Compromised



**Influence of Downforce and Emergence Date**



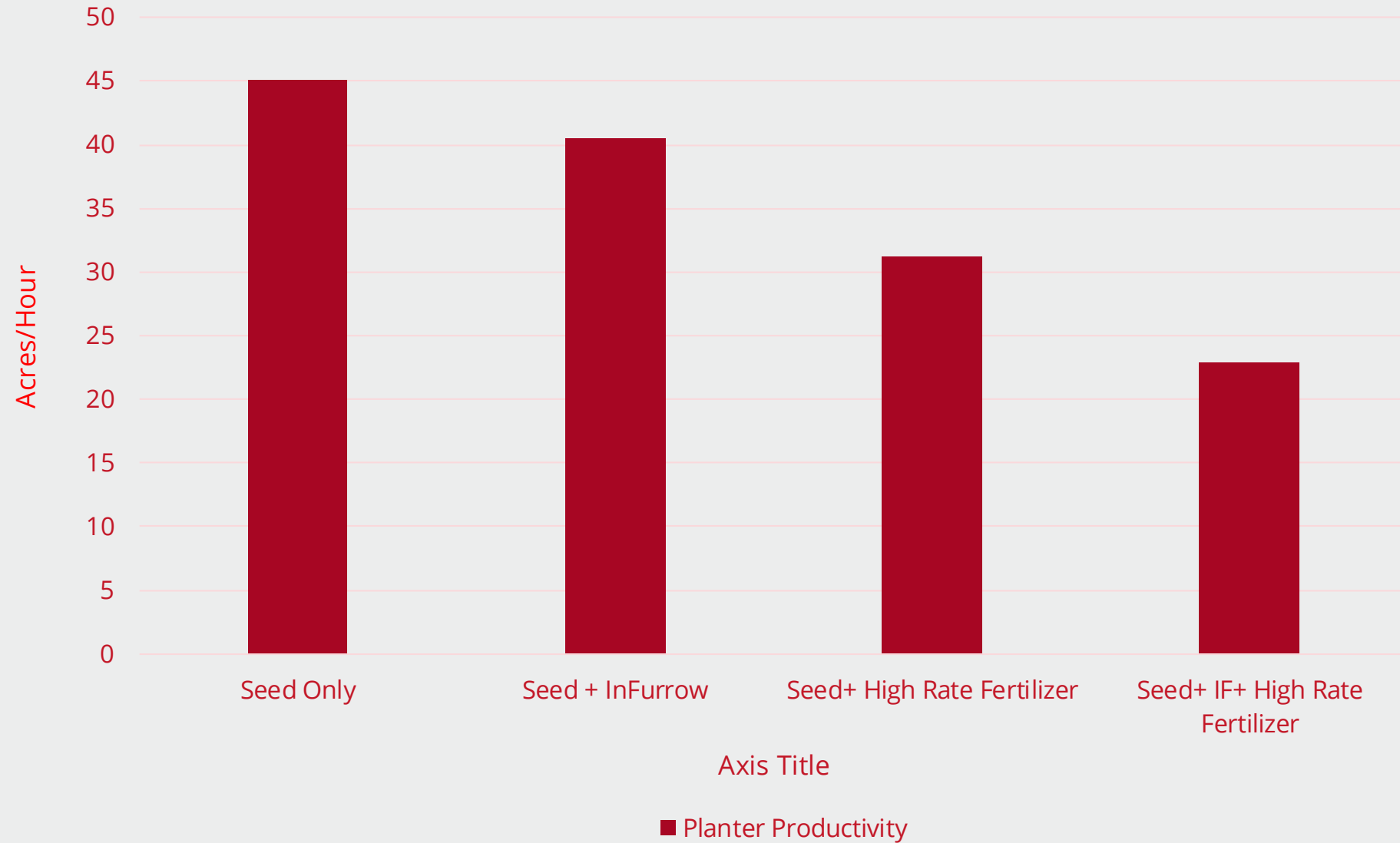
# Horsch Maestro Planters

- Wide, heavy, interlocking parallelogram
- Connection via fixed faceplate
- No U-Bolts
- Interlocking Parallel Arms
- Rugged 330 lb row unit
- Hydraulic downpressure—771 lbs of downforce
- Seed *Embedment* via Rolling Seed-Lock Wheel





## Corn Planter Productivity





# Top 10 Planting Mistakes

- #1 Not digging and validating enough
- #2 Running worn out or improperly adjusted opener blades
- #3 Attempting to do too much in one pass
- #4 Failing to have priorities in place and failing to have a response plan
- #5 Underestimating planting capacity
- #6 Placing emphasis on incorrect metrics
- #7 Expecting gadgets to be additive ( $6bu+7bu+5bu+8bu \neq 26bu$ )
- #8 Relying too much on electronics
- #9 Not understanding how to run electronics
- #10 Not understanding what electronic readouts really mean
- #11 Succumbing to the *Race* or the *Recreation*



## **Horsch Avatar**

**A Highly Versatile No-Till Air Seeder Solution**

# Horsch Avatar

- Compact
- Efficient
- Versatile
- Single-rank
- Low HP requirements
- Accessible Serviceability
- *Greaseless\**





# Horsch Avatar Agronomics

- **Weight Transfer**
- **Uniform Down Pressure**
- **Multi-product versatility**
  - **Seed/Fertilizer**
  - **Seed Cocktails**
- **Single-rank design**
  - **Eliminates “Stepping”**
  - **Uniform residue processing**
  - **Uniform seed placement**
  
- **2025 Soybean Yield Trial-10” Avatar drilled soybeans vs. 20” High speed planted soybeans**
  - **80’ Repeated strips, planted the same day, same variety, same population**
  - **No observed yield difference**





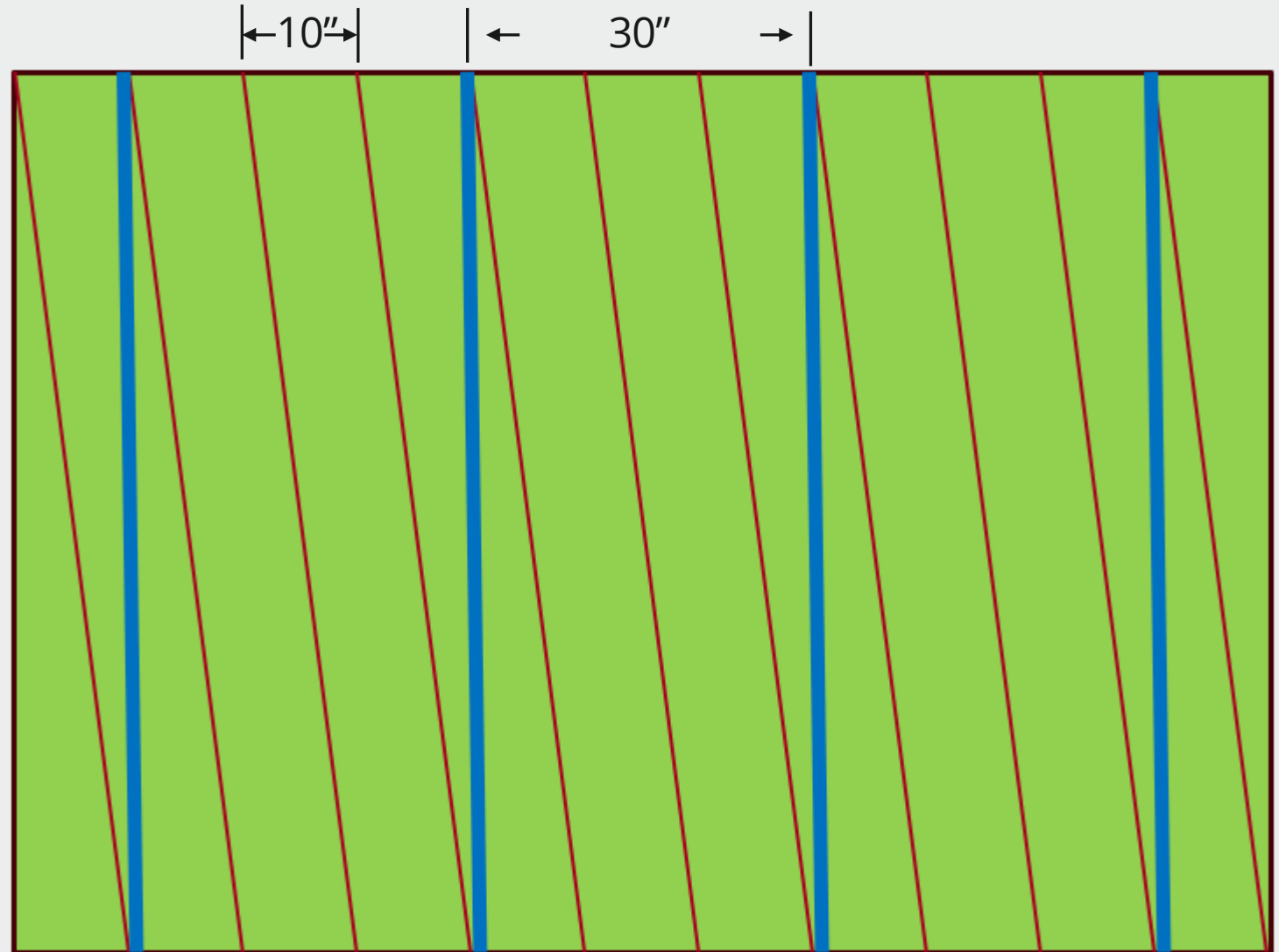


# Horsch Avatar Creativity

- “4-Season machine”

- Soybeans
- Small grains
- Cover crops
- Fertilizer application
- Fertilizer + Cover Crop

10” Banding Scenario







# Addressing Nutrient Stratification









# New Innovations







# 90' Planter Comparison 2025

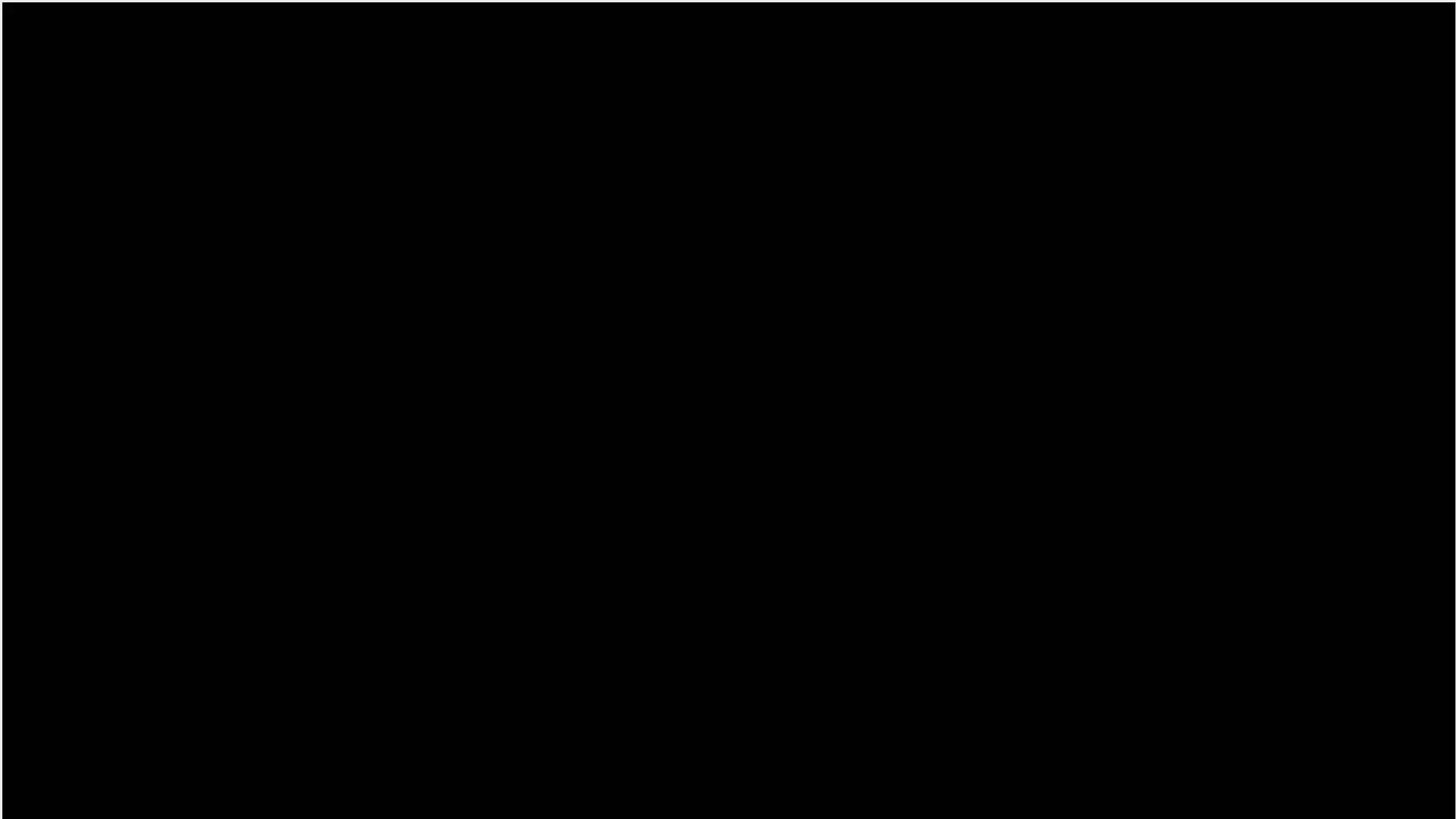
## 90' Horsch Maestro

- 350 bu Capacity
- Planting Soybeans @ 135,000
- Average speed **8.2 mph**
- Productivity
  - 7326 acres in **13 working days**

## 90' Competitor

- 120 bu Capacity
- Planting Corn @ 38,000
- Average speed **9.4 mph**
- Productivity
  - 6217 acres in **14 working days**







**Questions?  
Thank you**