2019 President’s Luncheon and Award’s Ceremony

NAICC Annual Meeting
Savannah, Georgia
Who is Matt Eich?

• East Central South Dakota – Volga
Who is Matt Eich?

- East Central South Dakota – Volga
- Family
Family
Who is Matt Eich?

- East Central South Dakota – Volga
- Family
- Centrol Crop Consulting – 10 years
Who is Matt Eich?

- East Central South Dakota – Volga
- Family
- Centrol Crop Consulting – 10 years
- Small Farm
  - Cattle
  - 4H & FFA Sheep
AREA
Prairie Pothole Region

- Left behind depressions or sloughs
- Tiling has increased in the last 10 years, increasing the overall productivity of the land in Eastern SD
Planting can be Interesting!
My territory consists of:

• 25 Consulting Growers Across 40,000 acres

• Corn, Soybeans, Alfalfa, Wheat, Sunflower
  • Corn and Soybeans majority crops

• Livestock
  • Cattle
    • Cow/Calf Operations and Feedlots
      • 3.6 million
    • Dairy I-29 Corridor
    • Hogs –1.2 million
West

- 150-170 bu. Corn
- 40-50 bu. Soybeans
- 4 ton Alfalfa
- 80 bu. Winter Wheat
- 20-24” precip
- Very little tiling
  - Nowhere to go with it
- Minimum till, strip-till

East

- 200+ bu. corn
- 60 bu. soybeans
- 5 ton Alfalfa
- 60 bu. Spring Wheat
- 24-28” precip
- Tiling has increased exponentially last 10 years
- Conventional tillage

Area Comparison
Diversity of Consulting

• Nutrient Management
  • Permitted Feedlots
    • Dairy, Beef Cattle

• Governmental Work
  • CSP, EQIP

• Custom Soil Sampling for Retailers

• Investigations of crop damage – especially drift
How Did I Get Here?

• Recruited by Co-Workers in 2011

• First Meeting Reno, 2012

• Committee Involvement
  • Consultant Education Committee

• Executive Board Director 2016-Present

• Member of SDICCA
  • President-2016
What NAICC Means to Me

• Challenges me professionally

• Represents my clients locally and in D.C.

• Gained professional and personal life-long friendships

• Provides a platform for my voice in Ag
What’s Your Involvement?

How can you serve NAICC?

- Committee Member
- Speaker
- Moderator
- Executive Board
- Promote NAICC to your colleagues
We must be the voice before those that don’t understand what we do begin to tell us what to do and how we do it.

Be the voice to your peers
Challenge – Be the Voice

- YOU are an expert!

Did you know?

7% of American adults (17.3 million people) believe that chocolate milk comes from brown cows.
Challenge – Be the Voice

- Your STORY needs to be heard!

*I WAS CHOSEN FOR THE JOB BECAUSE I STOOD OUT FROM THE REST OF THE FIELD*
Challenge – Be the Voice

• Serve your clients, NAICC and Agriculture!
Top Recruiter
Consultant of the Year