New Agricultural App Company Launches Crop Scouting App at 2012 Iowa Power Farming Show

AMES, Iowa – ScoutPro, a business started by 3 College of Agriculture and Life Sciences students at Iowa State University will be launching their first products: ScoutPro Soybean and ScoutPro Corn at the 2012 Iowa Power Farming Show on Jan. 30 and Feb. 1-2, in Des Moines, IA.

Iowa State University seniors Michael Koenig, Holden Nyhus and junior Stuart McCulloh founded the new venture, ScoutPro, a software applications development company, following their involvement in an entrepreneurship in agriculture course taught by Kevin Kimle, director of the Agricultural Entrepreneurship Initiative at Iowa State University.

The company has developed a crop scouting app which eliminates the guess work in crop scouting, while increasing producer’s efficiency and profitability. Through systematic questions, the app narrows down pests to ensure a correct identification. Additionally, the app creates field specific crop scouting reports and maps to help producers make better management decisions. The ScoutPro Soybean and Corn apps are available for iPads, with the iPhone and Android platforms available for purchase this March.

In addition to the app, producers will also be able to manage all scouting reports and gain access to aggregated pest data through their own private, secure website.

For more information on ScoutPro, visit www.scoutpro.org or contact company president Michael Koenig at 515-979-8540.

# #