



Harvest Precision

The NEW way of achieving combine performance!



Marcel Krings' background in Ag Engineering and Agronomy means he is always thinking about agriculture and solving the challenges ahead. While working as an Agronomist around the world, Marcel kept seeing large amounts of wasted grain; grain that farmers worked so hard to grow. But this waste wasn't from poor storage or excess moisture, it was from the very combine equipment meant to capture it. Marcel, a German-born farmer, relocated to Canada and introduced the Bushel Plus Harvest Loss Management System to assist farmers in measuring grain loss more safely and accurately during harvest.

FROM FARM BOY TO SERIAL-ENTREPRENEUR

Born to Farm Krings, Marcel grew up on a family farm in the mountains of Germany. He describes the enterprise as "10 acres, five cows, 10 chickens and a goat." Four generations lived together and worked the farm, which provided supplemental income, food, and an education. "I stood beside my great-grandfather, grandfather, and father and learned a lot," Krings said. "They could fix anything, and they worked hard. Growing up like that, you gain a different perspective on life." Krings knew from childhood he wanted to own or work on a farm, and he knew the family operation could never generate enough income to be his life's work. He pursued an education in agriculture engineering and agronomy in a program that combined classroom theory with the American equivalent of a series of internships.

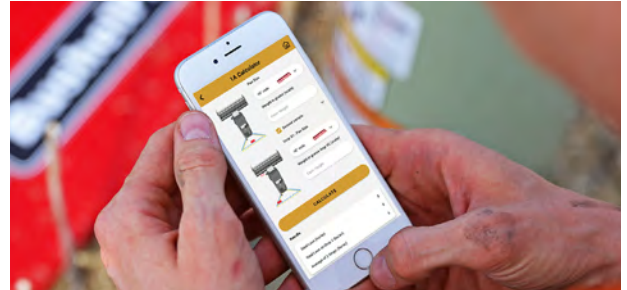
His first internship in 2009 took him to Canada for harvest. "That was a 3,000-acre farm, and I thought, 'This is it; I've seen it all,'" he said. "It was what I had dreamed of." Until ... "I went back to university and saw a job posting for a farm in Russia," he said. "They were trying to build an 80,000-acre farm in three years. They were looking for combine drivers and supervisors for harvest and seeding. I thought, 'Right on, this is right up my alley!' Adventure. A different language. It was awesome." Krings spent two summers in Russia, another fall in Canada, and three weeks in Brazil working on farms while also completing his university work.

After Krings earned his degree, he settled in Canada with "nothing but a bag of clothes" and an opportunity to "learn English on the go." He worked on various farms and eventually was hired by Cargill to sell seed and serve as an agronomy consultant to farmers. Meanwhile, as a hobby, he and his team worked on designing a drop tray that would measure waste from a combine more safely. They developed a prototype, which Krings gave to farmers to try. One of them called him after he had used the prototype for a week. "He said, 'Hey, we did the math on this, and it saved us \$60,000 to \$70,000 Canadian,'" Krings remembers. Things started to happen quickly then. Krings refined the prototype and produced enough to meet the demand generated through farmer recommendations. He worked for Cargill by day and Bushel Plus at night. Krings ended up leaving Cargill to focus full-time on Bushel Plus. At that time his goal was to sell 120 pieces of equipment; sales exceeded that goal by many hundreds.

MORE GRAIN IN THE BIN = LESS IN THE FIELD

The Bushel Plus integrated drop pan system helps combine operators safely and efficiently check and quantify what is being lost from the combine during harvest. Operators remotely drop the pan, from the cab or from a safe distance, onto the ground to capture loss. Farmers can quantify their losses in seconds using the Bushel Plus smartphone app; the tool even allows them to estimate dollars lost per acre and dollars lost per hour, which is becoming a new way of looking at efficiency.

Calibrating the loss sensors in combines is more important than ever. The only way an operator and the combine automation mode, also known as self-setting combines, can trust the loss sensors and the displayed values in the cab is if these sensors have been benchmarked and calibrated with the Bushel Plus system. This is a critical aspect in combine optimization, with OEMs all over the world having reinforced this point. Additionally, knowing how much grain is falling to the ground can signal a problem with the combine's settings; this allows the operator to adjust the machine to capture more grain in the hopper and add more in the bin.



The Bushel Plus mobile app is the perfect tool for on-the-go harvest precision analysis.

A LONG TRIP TO AUSTRALIA

In the summer of 2018, a big order arrived from Australia, which led Kringe to make an 8,800-mile flight that would eventually lead to an eight-month ordeal. "For one week, I went from dealership to dealership, stopping to talk to farmers and talking about the product," Kringe said. "I went around with an agronomist who showed me the Australian way of farming."



Marcel's sister, Leona, and many friends supporting him after his accident.

The warmth he encountered would be on display in an extraordinary way when Marcel was involved in a two-car collision. Among his injuries: a fractured spine in a dozen places, a shattered rib cage, an open pelvis break, a shoulder virtually broken in half, and internal bleeding. "Angels were watching," he said. "I survived, and the other driver survived. The doctor in the hospital said: 'You have a lot of fractures. It is quite insane, but you have one thing going for you, nothing has dislocated. If we can get you into surgery without anything moving, we can get you back to walking.'"

Kringe was in intensive care in a hospital in Perth, a seven-hour trip from the places he'd been visiting. His family was in Germany and his coworkers in Canada. It would have been a lonely situation if not for a network of compassionate people. The agronomist Marcel had met the week before flew to Perth with his wife to sit at his bed. Farmers he'd spoken with over dinner stepped forward to assist with arranging health insurance, establishing an Australian phone number, or by simply visiting.

Then there was Melanie. She and her husband were scheduled to meet Kringe, but the accident happened before the meeting. "She was seven hours away from Perth, and it was harvest at her family's farm, but she came to Perth with a bag of toiletries, walked into my room and said, 'Hi, I'm Melanie, how can I help you?' I was high on morphine. I'd never met her. I didn't even understand what was happening," recalls Kringe.

Melanie and her family became central characters in Marcel's recovery. She cared for him, and Marcel's visiting sister in the early critical days and ultimately provided him a home when he transitioned to longer-term rehabilitation and while he learned to walk again. "She is like my second mum," Kringle said. "Her husband calls me his second son. It has been an amazing experience."

AG INNOVATOR



Kringle returned home to Canada in July 2019. While recovering in Australia, Bushel Plus's growth continued. Today, Bushel Plus sells its product on every continent and in more than 28 countries. In addition to being featured in the Ag Innovator magazine, Bushel Plus has created partnerships with combine manufacturers who are incorporating the drop pan into their products by utilizing the Bushel Plus technology in their R&D efforts to create new combines. John Deere and CLAAS recently released a marketing video of a new combine that shows the drop pan product in its field testing; and, in 2022, Case IH spent time with Marcel's team learning about

harvest precision during the 2000-mile USA harvest. Additionally, there isn't a combine dealer demo in Australia now that doesn't use the Bushel Plus system for set ups, regardless of the brand.

Kringle and the Bushel Plus team also presents to farmers, dealers and manufacturers about managing harvest losses. **Combine Clinics** walk operators through the process for proper combine setup; from header adjustments and concave and sieve readjustment to finally calibrating harvest loss sensors. Kringle has worked at Combine Clinics with some of the largest dealers in Western Canada, the Canola Growers of Canada, the Manitoba Soybean Association and provided harvest precision knowledge in many countries around the world. By sharing these recommendations with farmers, equipment setup becomes simple and quick, and ultimately farmers can save more money during the harvest season and learn new, cutting-edge research.



Bushel Plus is a proud member of Agricultural Manufacturers of Canada (AMC) and the Farm Equipment Manufacturers Association (FEMA) which provides avenues to continuously promote agribusiness development and growth.

Kringle's entrepreneurial spirit has led him to expand his business opportunities. He recently acquired Kinetic Ag, a high-speed conveyor company, and founded Freebird Digital Partners, an agribusiness-focused mobile app & software development, website design and high-end professional video production firm. On top of this, Marcel shares his experience by providing motivational talks and discussing Ag Tech concepts. His entrepreneurial efforts were recognized at the 2022 Brandon Chamber of Commerce Awards Gala where Marcel was presented with the Outstanding Young Entrepreneur of the Year Award.

This award recognizes a person between the ages of 18 and 40 who has effectively created and managed a business while managing the dangers and rewards of the endeavour.

As Bushel Plus continues to expand its distribution network and refine its products and app, Kringe is grateful for his supportive, dedicated team as they remain focused on their mission: **“Our number one priority will always be making farms more profitable. Happy customers are what drive us!”** Kringe said. “We love to work with our customers and are looking forward to making many more great relationships with hard-working people around the world.”

Stay tuned, Marcel has more plans and announcements coming to optimize your harvest.



Young Entrepreneur of the Year at the 139th Awards Gala in Brandon, Manitoba.

Learn more, visit: www.BushelPlus.com

