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FBN launches novel ChatGPT empowered agronomic advisor

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FBNÂ®, an AgTech platform and farmer-to-farmer network, has launched first AI-powered agronomic advisor, NormSM, to provide farmers with a wide range of agronomic information. FBN is inviting its members to experiment with Norm, helping refine the feedback it provides. With AI and Norm, the possibilities are endless when it comes to increasing farmer profitability.

Norm is built on OpenAI's Chatbot GPT-3.5 and uses public data such as weather insights, soil monitoring, application rates, product labels, current events, university research, and grower commentary. Using FBN's proprietary data feeds, growers can query agronomic, farm business, animal health, and product use questions.

"Farmers have to make hundreds of decisions each season, on topics as diverse as soil chemistry, plant genetics and diseases, chemical applications, equipment repair, and commodity price hedging. It's difficult to be an expert in all of those areas. We envision a future where Norm can serve as a first-line advisor to our members across dozens of topics," said Kit Barron, Head of Data Science at Farmers Business Network.

Norm's benefits to farmers include:
Chemical Intelligence: Norm can recommend generic alternatives, application rates, pest and disease targets, tank mix and nozzles.
Input Guidance: Norm can provide guidance on seed varieties based on soil type, climate, and even real-time market demand, as well as herbicide, pesticide, and fungicide that are most effective.
Pest and Disease Strategies: Incorporating practice management with specific products, Norm can help farmers deal with common pest and disease issues.

General Agronomic Advice: From irrigation to fertilization to crop rotation, Norm can provide tailored advice to farmers based on their unique circumstances.
Livestock & Animal Health: Norm understands diseases and pharmaceuticals, especially for cattle.

The name Norm is a tribute to Dr. Norman Borlaug, an agronomist who was considered the Father of the Green Revolution. Agronomic work earned him the Presidential Medal of Freedom and the Nobel Peace Prize. Last month would have marked his 109th birthday.