



AG BIZ MASTERS

LIVE February Year 2 Webinar

From Field to File: Integrating Technology and Tracking for Farm Success Webinar

Thursday, February 19, 2026

12:00 P.M. **Welcome**

12:02 P.M. **Innovation Session with Joe Waddell**

Innovation on the farm isn't about chasing the latest piece of technology, it starts with knowing your operation, tightening up the fundamentals, and being clear on what problems you're actually trying to solve. When those pieces are in place, tools like precision ag and AI can save time, reduce risk, and improve decisions instead of adding complexity.

12:30 P.M. **Farm Accounting Essential Tips with Rachel Eck**

In this session, beginning farmers will learn the fundamentals of farm accounting and why accurate recordkeeping is essential to a successful farm business. Participants will explore what farm records are, how to keep basic financial and production records, and the differences between farming for profit and operating a hobby farm. The session highlights best practices for good recordkeeping and explains how strong records support decision-making, tax filing, and financial sustainability. Participants will also learn how to identify, select, and locate a qualified farm accountant to support their business needs.

1:00 P.M. **Alumni Spotlight**

1:25 P.M. **Wrap-Up and Next Steps**

Answer any remaining questions from participants and wrap-up. Please feel free to share any closing remarks on the topics discussed throughout the meeting.

1:30 P.M. **Conclude**



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Meeting Link:

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