

Midwest Advanced Crop Consulting (MACC) is an education program developed by farmers for farmers to teach growers throughout the country how to improve their crop ROI – especially corn and soybeans.

National Corn Yield Contest winners Kevin Kalb and Terry Vissing – along with trusted advisor Joe Dedman – have combined their collective knowledge and experiences to create a program that will help you see things differently and understand the science behind the yields.

Every farm is different... what works on one farm may not work on another. Rather than telling farmers a set formula to increase their yields, this program teaches them how to set the formula themselves, based on their farm's data – especially soil and tissue testing results

This hands-on program consists of a series of meetings with presentations, demonstrations, and interactive discussions throughout the year, with one goal in mind: how to consistently increase yield.

An understanding of soil and tissue testing, and how to use that data, is at the core of the program. You will learn effective ways of testing: What works, what doesn't, and how to make continuous improvements.

Each meeting we will review soil and tissue sample data. We will point out the challenges we see with the samples and how to address them. Meetings will also focus on techniques for planters and other equipment; effective brands of seed, herbicide, and fertilizer; herbicide and fungicide timing; and fertilizer placement and timing. Meetings may also include additional experts in plant and soil health and product professionals from throughout the industry.



*Your Success Starts with
Our Passion for Soil Health!*

What are MACC growers saying about working with our award-winning team?

"I believe the MACC school has been a real advantage for us. Kevin and Terry share their knowledge with us and we apply it to our farming operation. And talking with other farmers has been great. We have all learned something new this year that we had not thought of before."

BROOKS CARDINAL, INDIANA GROWER. NCGA WINNER. CORN WARRIORS.

"Being a part of the MACC Group has been great for me. Working with people with this level of knowledge has helped me take my yields to the next level. It's about learning to pay attention to the small things that have a big impact. Being a part of the MACC Group is absolutely a no-brainer for anyone looking to increase ROI! I would do it again in a heartbeat. Plus the networking and friendships I have built along the way... I can't wait to get back together and talk about the results from this season."

MARK THOMAS, KENTUCKY GROWER

"Becoming a MACC member has been a good decision... a good investment. We are still learning what will work on our farm, but have seen good results. We are in the fourth year of tissue sampling and are really familiar with it now and what we need to do based on the results. Getting all of the levels balanced is a key to raising our yields."

JASON REICHENBACH, INDIANA GROWER



**Looking for healthier crops and higher ROI?
Go to midwestadvancedcrop.com or contact us
at 502.727.4518 or macc4yield@gmail.com!**



Personalized crop consulting for higher ROI



MACC 
MIDWEST ADVANCED CROP CONSULTING

The MACC Group Team

Kevin Kalb

Kevin is an expert on Midwest soils, farming over 1400 acres of corn and soybeans. He has been an NCGA National Corn Yield Contest winner more than a dozen times – with more than two dozen overall wins for the Kalb farm! His personal best corn yield came in 2021, when he delivered 409 bu/ac. You can see Kevin on episodes of Live to Farm and Corn Warriors.



Terry Vissing

Terry farms over 1,000 acres in Marysville, Indiana. He farms corn and soybeans, and his farm is 90% no-till. Terry is a 2-time NCGA state corn winner in Indiana with yields over 320 bu/ac Terry is also a 3-time Indiana state winner for sorghum and a third place national sorghum winner. He has received the designation of AgriGold Yieldmaster.



Joe Dedman

Joe is a trusted advisor to the MACC team. He is a CCA with over 40 years of farming experience working with growers throughout the United States and countries around the world. You can see Joe sharing his considerable knowledge on episodes of Live to Farm and Corn Warriors.



Meeting Details

Meetings are currently internet-based and are typically scheduled on Wednesdays. There will be 4 winter meetings and a summer meeting/field day held at Kevin's farm. There also may be additional discussions held outside of the regularly scheduled meetings throughout the year.

All meetings last from 10:00 a.m. to 4:00 p.m. eastern time. Meetings are scheduled around planting and harvesting seasons to avoid disruption to your schedule, and as such, are not able to be scheduled until we know what the season brings. We will communicate the specific scheduling information as it becomes available.

When requested, all members will have access to current or past meetings. This gives them the opportunity to see what they missed, or offers a great refresher for the upcoming season. Increasing crop yields is an evolving art and science and new information is always available.

Communication is key to success! We make every effort to keep the group sizes small, allowing us to have better interaction for our members.

The program requires a 3-year commitment. Yield improvement is a gradual process that requires recursive and continuous improvements over time. However, many of our first and second year members achieved over 300 bushel the first time they applied this program.

This commitment to the process ensures that you have time to adapt your practices to the new protocols, to hone your newly developed skills, and also allows time for soil improvement to help increase yields.

In addition, Members are encouraged to continue with the program beyond their three year commitment. The farming industry continues to evolve. The MACC Group will continue exploring new products, protocols, and equipment – sharing new ideas for improvement and ultimately higher yields for its members.

More than 200 growers around the country have seen success with the MACC program!

