

# Spensa's Economic Impact Tool

## How does Economic Impact Work?

You observe a pest in the field, such as a weed like common ragweed. Using Spensa's mobile scouting app, you are asked relevant questions to determine that pest's potential impact. For common ragweed, you will input the height of the weed, the number of weeds noticed in a 10ft by 10ft box, and the percentage of the field that is impacted by the weed problem.

Spensa's Scouting Insights tool takes your specific and quantified data of weed, insect, or disease field observations alongside crop growth stage and applies it to known impact models for a specific crop. The known economic impact models can then be used to predict the loss and projected treatment timings.



**Northern Corn Leaf Blight**

YIELD LOSS IF NOT CONTROLLED:

14.0<sup>BU/AC</sup>

\$49.36 loss / ac × 73.9% of this 8.4 ac field  
= **\$306.74** loss if not controlled

CONTROL TIMING	YIELD LOSS	FINANCIAL IMPACT
Harvest	14.0 bu/ac	\$49.36 / ac

ASSUMPTIONS [Edit](#)

YIELD TARGET	CORN PRICE (CME)
170 bu/ac	\$3.518 / bu

3:52 PM **Northern Corn Leaf Blight**

- 65.9% of plants showing symptoms
- 60.7% of the leaf ear infested
- Highest infected leaf is Near Ear Leaf
- 73.9% of the field is damaged or infested.

## What Pest & Crop Combinations Does It Cover?

**Weeds** (Corn and Soybeans)

**36 common weeds + generic grassbroadleaf categories, including:**

Barnyardgrass, Bindweed, Buckwheat, Buffalobur, Common Cocklebur, Crabgrass, Cupgrass, Curly dock, Hemp Dogbane, Giant Foxtail, Green Foxtail, Yellow Foxtail, Jimsonweed, Kochia, Lambsquarter, Marestalk, Milkweed, Millet, Morningglory, Nightshade, Palmer Amaranth, Fall Panicum, Redroot Pigweed, Common Ragweed, Giant Ragweed, Field Sandbur, Shattercane, Pennsylvania Smartweed, Bristly Starbur, Stinkgrass, Sunflower, Russian Thistle, Canadian Thistle, Velvetleaf, Waterhemp, Witchgrass

**Corn Diseases:**

Northern Corn Leaf Blight

Gray Leaf Spot

**Corn Insects:**

Western Bean Cutworm  
European Corn Borer

**Soybean Insects:**

Soybean aphid  
Japanese beetle  
Bean leaf beetle  
Mexican bean beetle

## How Does Economic Impact Help?

With this field level data, you are able to make more informed decisions with regards to the cost/benefit of treating a specific pest problem. In addition, you could gain understanding as to when the investment in treating will have its greatest impact.