



## PLOT PERFECTION:

# A Q&A WITH WHITETAIL INSTITUTE APP DEVELOPER PAUL POTTER

Have you heard about Whitetail Institute's new app, PlotPerfection? Find out how it can make you a better food plotter. ■ by *Darron McDougal*

**M**any articles in *Whitetail News* have discussed how easy it can be to plant a food plot, especially with blends such as No-Plow, Bow Stand and Secret Spot. It can be as simple as testing the soil, exposing it with hand tools and then broadcasting lime, fertilizer and seed. Piece of cake, right?

If you manage multiple food plots, things get more complicated. To make

truly attractive food plots year after year, you must track what you do. Perhaps you have a typed or handwritten journal with information about your food plots. Obviously, organizing current and historical information and then making informed decisions based on that data is possible but can be difficult. Now, however, there's a better mousetrap. Enter PlotPerfection, Whitetail Institute's new all-encompassing app for food plotters.

Within the app's dashboard, you can create a listing for each plot, and then enter all information related to each plot, such as things you plan to do, as well as historical details of everything you've done previously. Before I leak too much information, let's dive into my recent interview with PlotPerfection developer Paul Potter.

**Darron McDougal:** How and why did you start to develop PlotPerfection?

**Paul Potter:** In the past, I used several different apps to do things like measure plots and compile information. I knew there had to be a better, simpler way. After researching, I learned that no apps existed that would streamline the food plot planning process. As a programmer of more than 30 years, I knew it was time to write an app that streamlines the planning and information compiling processes.

Initially, I imagined that my app would just be for myself and several friends, but when I completed it, people told me

I had something and should consider making it available to all food plotters. I connected with the Whitetail Institute. Because I did, now anyone can leverage the app's benefits.

Because I originally created the app for myself, I was somewhat lackadaisical in working on it. The beginning piece of code took me about six months of sporadic programming. In no way was it a structured eight-hour-a-day time commitment. When the Whitetail Institute became involved, it became a more time-intensive project. We had to make sure that everything was seamless for consumers.

**DM:** What is PlotPerfection, and how can it help food plotters?

**PP:** I call it a one-stop shop for everything a food plotter needs to keep track of their plots. From soil samples, to lime and fertilizer application, to soil preparation, to what you'll plant and how much seed is needed, the app covers all bases. Imagery is another big piece. If you like to photograph your food plots and keep a library of images, you can do that within the app. You can even do photo timelines showing each plot's progression from planting to hunting season. All of those capabilities exist within PlotPerfection. You can have it at your fingertips on the go via your smartphone, or you can use it on a laptop or desktop. You can even use it both ways, as the information flows seamlessly between them.

**DM:** What are PlotPerfection's top features and why are they so important?

**PP:** With fertilizer prices rising, I believe the soil sample piece is highly beneficial. When you enter soil information, the lab generates specific values of what must be done to optimize the soil so you can achieve a top-notch food plot. The app removes the guesswork with its fertilizer calculator, telling you exactly how much you need for the fertilizer you have access to. That is the No. 1 feature in my opinion.

Next, the planning component within PlotPerfection allows you to really dial everything in. The mapping component gives you the exact acreage value of your plot, and that helps you to determine how much seed you'll need to purchase

■ PlotPerfection streamlines the planning and information-compiling process necessary to grow great food plots.



based on which Whitetail Institute seed or seed blend you'll be planting.

You can also stay on top of crop rotations. It isn't a big deal if you have one or two plots to track, but if you have a handful of plots or more, you have to make smart decisions on rotating so that your soil stays healthy and you achieve optimal results. PlotPerfection makes tracking all of that information over time and being able to reference it far more manageable.

Plus, the soil integration with Whitetail Institute labs is like nothing out there in the food plot industry. It allows easy submission, provides feedback throughout the process, and pulls the results right back into Plot Perfection. It automatically generates lime plans and quickly creates fertilizer plans based on the fertilizers available in your area.

**DM:** How does someone sign up for PlotPerfection? What if they're not especially techno-savvy?

**PP:** It's really easy. Just open a web browser and go to [plotperfection.com](http://plotperfection.com). You can subscribe right from the homepage. You'll receive an e-mail with a verification code so that you can complete your subscription process and begin using PlotPerfection.

Don't worry if you aren't technologically inclined. Our pilot group that started using the app has commented on how user-friendly PlotPerfection is. After you're in there, it's very easy to navigate and utilize every feature. I've purposely gotten some technologically challenged folks to use the app who aren't even food plotters. They've had no trouble with learning how to use the app.

**DM:** Ultimately, what do you hope PlotPerfection achieves in regard to helping food-plotters?

**PP:** The overall goal of PlotPerfection and the Whitetail Institute is to make everyone the most successful food plotter they can possibly be and to streamline the planning and information-compiling processes. When you visit the Whitetail Institute's Facebook page and see the beautiful food plots folks are cultivating, that brings a lot of satisfaction in knowing that we're educating and equipping folks to build better food plots, which puts deer in front of them.

**Editor's note:** For more information or to subscribe to the PlotPerfection app, go to [plotperfection.com](http://plotperfection.com).

