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**Remote Imagery Services Gaining Traction in Guiding Agronomic
Decision Making**

*InfoAg Conference Attendees Point to Real-Time and Actionable Data as Crucial
Features for On-Farm Success*

ST. LOUIS, Mo. (August 18, 2015) – The agriculture industry is increasingly relying on remote imagery services to make timely and effective decisions in the field. According to a survey of 2015 InfoAg attendees, nearly half (47 percent) said that they plan to increase their investments in remote imagery services, citing real-time data and higher yields as the primary factors influencing its adoption by farmers.

The survey, sponsored by GEOSYS, collected information from precision ag specialists, marketing and sales associates, senior managers, IT managers and agronomists during the recent event in St. Louis, Mo.

Support is Key to Adoption

Second only to initial cost, complexity was identified as the most challenging barrier to entry for their farmer customers. Likewise, among the group surveyed, nearly all (98 percent) listed remote imagery manufacturers' customer support as an essential feature for their businesses.

“Adopting new technologies has proven to be a daunting endeavor for many of those in agriculture,” said Matthieu Hyrien, global sales and marketing lead, GEOSYS. “Effective, reliable customer service not only guides current customers, it also reassures those looking to potentially adopt or expand their remote imagery services.”

Growers Demand Fast, Actionable Data

In order to make effective decisions, agronomists and growers need timely and insightful data. The survey found the greatest benefit that remote imagery provides to farmers is real-time data. Over two-thirds (67 percent) of the respondents pointed to it as a primary reason why their customers have adopted remote imagery services. This was followed closely by higher yields (64 percent).

Among those surveyed, nearly all identified the quick turnaround of remote imagery data (95 percent) and the delivery of actionable data (92 percent) as necessary features for their customers. Nearly the same number (95 percent) said manufacturers' data deployment speed played a crucial role in the success of their businesses.

Hyrien said the survey findings underscore how much farmers rely on up-to-date information to make confident decisions in the field.

“When facing constantly changing field conditions, farmers need to act quickly,” he noted. “There’s no time to wait for data that doesn’t accurately reflect current crop or weather conditions.”

Hyrien pointed to CROPTICAL™ Monitoring Application as the latest example of how GEOSYS innovation is benefiting farmer decision making. CROPTICAL™ Monitoring Application uses twice-daily satellite imagery passes and daily weather updates to evaluate and compare field health while delivering timely, actionable data.

For more information about GEOSYS CROPTICAL™ Monitoring Application, visit <http://www.croptical.geosys.com>.

About GEOSYS

Founded by agronomists, GEOSYS, a wholly owned Land O'Lakes business, enables agribusinesses to make better decisions by providing fast access to the most comprehensive, actionable and accurate digital farming solutions. GEOSYS has unmatched experience with more than 25 years of combined agronomy and big data expertise to help companies add more value and better serve their customers.
