



GEOAGRO

HELPING CROPS FLOURISH
WITH TIMELY MONITORING



Frequent Planet imaging advances Argentinian precision agriculture solutions to new markets

CHALLENGE

Reliably provide high-resolution imagery at a high frequency to better serve the information needs of the agriculture industry.

SOLUTION

Improve image spatial resolution and acquisition frequency with Planet Monitoring for Agriculture.

RESULTS

- Image updates every 5 days versus 16 days help farmers make better decisions
- A 75 percent reduction in field visits saves time and money for farmers
- More efficient use of inputs saves farmers up to 50 percent in costs
- Improved image spatial resolution allows monitoring of new crop types
- Global satellite coverage enables GeoAgro to serve new regions

Agriculture isn't what it used to be—it's more precise and productive, especially for customers of GeoAgro, a Rosario, Argentina-based provider of technology solutions for the agricultural industry. The company uses satellite imagery to help farmers make smarter decisions, increase profitability, and enhance sustainable farm practices.

"Our approach is different from other companies," says GeoAgro director and co-founder Ed Di Pollina. "We are not just sellers of technology. We get together with our customers and walk them through the entire process of using our technology in the field."

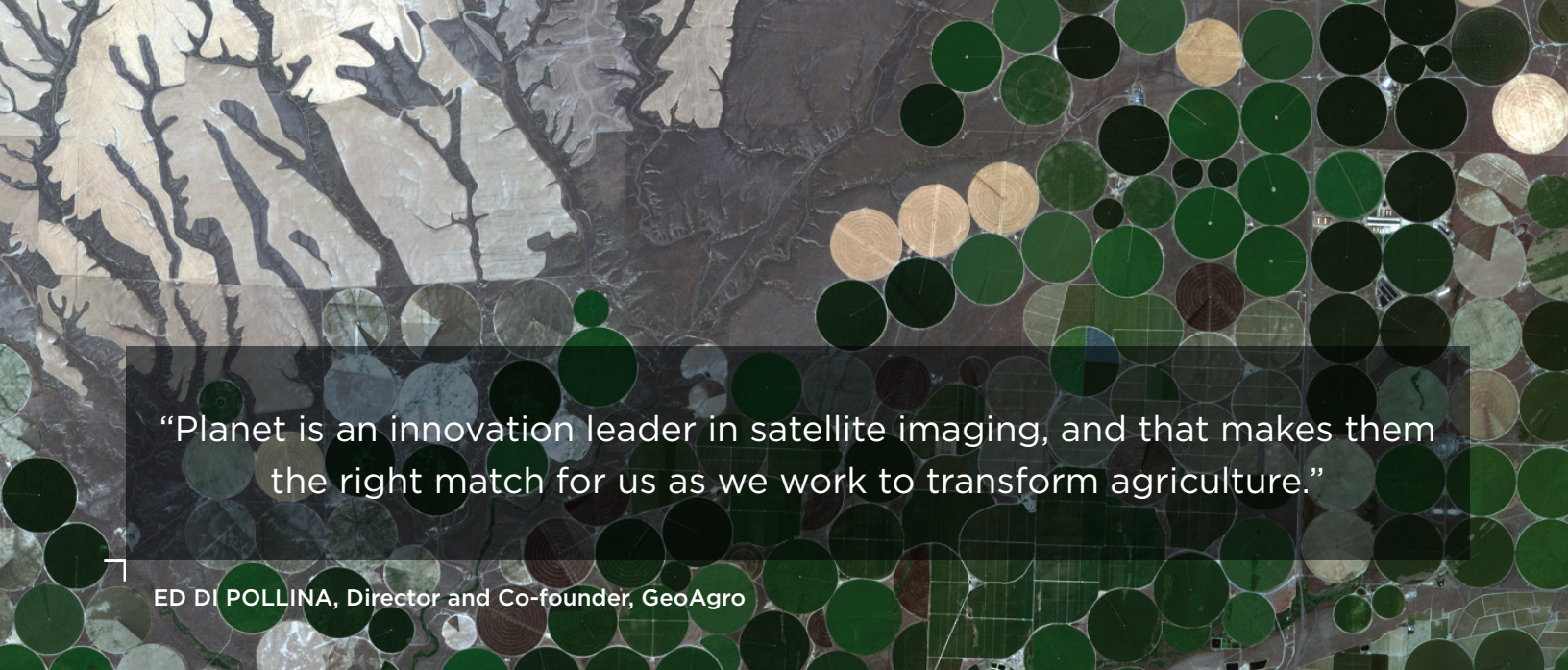
OVERCOMING CHALLENGES TO BETTER FARMING

GeoAgro's goal is not only to improve crop yields, but also to increase efficiency throughout the production process. "Traditionally, farmers might go into the field four or five times a week, walking different portions of their acreage to see how things are going," says Di Pollina. "Imagery can take the place of multiple visits while also providing more detailed analysis."

To make its services as effective as possible, GeoAgro wanted to increase the frequency of its image acquisitions. "With our previous imagery sources, we had to base our services on providing one image every 16 days," says Di Pollina. "But those two monthly updates were dependent on clear conditions. If there were heavy clouds, a month could go by before we had updated views. During that time, problems such as crop disease might go undetected and become much worse."

GeoAgro also wanted to improve spatial resolution. "Some types of weeds and some crops require higher spatial resolution for accurate monitoring, and we were not able to help customers easily see the health of their fields," says Di Pollina.





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ED DI POLLINA, Director and Co-founder, GeoAgro

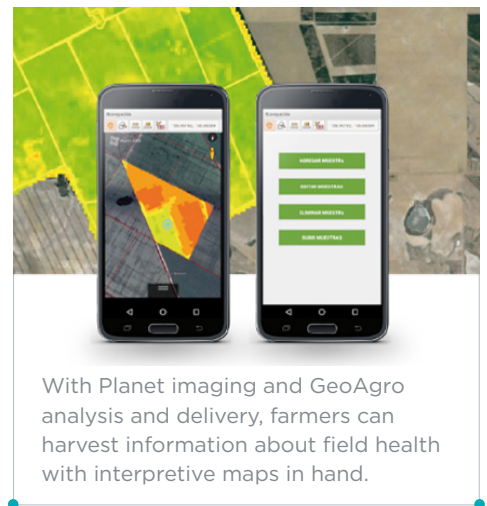


CHOOSING THE RIGHT PARTNER FOR SUCCESS

After considering various providers, the company decided to work with Planet. “We saw the improvements in our services that could result from Planet’s ability to increase image resolution and the frequency of image acquisition,” says Di Pollina. “Planet is an innovation leader in satellite imaging, and that makes them the right match for us as we work to transform agriculture.”

Planet’s high-frequency global imaging satellites deliver a constant stream of current information to identify changes in crops and soil. This flow of data, readily accessible through Planet’s cloud-based platform, gives GeoAgro the power to be more proactive and effective in helping its agricultural customers.

“We download the Planet imagery and apply automatic image processing to produce indexes for displaying crop activity,” says Di Pollina. “We use that output to provide services such as maps that show the effects of fertilization, irrigation, and other factors in each part of a field. We also provide a mobile app so farmers and consultants can take that information with them to affected areas.”



With Planet imaging and GeoAgro analysis and delivery, farmers can harvest information about field health with interpretive maps in hand.



BOOSTING YIELDS WITH BETTER FIELD MONITORING AND VISUALIZATION

With Planet, GeoAgro now provides updated images of any particular location every 5 days, a 68 percent improvement over the previous 16 days. “Cloud coverage is no longer an issue, because we know we will quickly get new imaging data from Planet,” says Di Pollina.

Additionally, the improved spatial resolution provided by Planet gives farmers a better idea of what is going on in the field. “The combination of better frequency and higher resolution allows the farmer or consultant to spot problems faster, diagnose them

more accurately, and reduce damage by quickly applying the right treatment,” says Di Pollina. “Ultimately, that improves yields.”

Farmers can also save time and money. “Instead of four or five field visits each week, a single weekly visit is now the norm for our customers,” says Di Pollina. “Now they only need to visit areas that the imaging shows as requiring attention. Farmers can also apply inputs just in the areas where problems are detected, and not the whole field or farm. In one case, we found that only half of the field required inputs. That means 50 percent of the cost was saved.”

+ OPENING UP OPPORTUNITIES FOR BUSINESS GROWTH

Improved imaging also helps advance GeoAgro's business. "We are offering our services in new locations such as persistently cloudy regions that require more frequent image acquisition to increase the chances of collecting cloud-free imagery," says Di Pollina. "We are also offering weed detection services and are monitoring new types of crops such as apples, oranges, and pears, all of which require higher resolution than we previously had available."

Planet's global coverage is also helping GeoAgro expand into new countries. "We are growing rapidly in South America and are now expanding to South Africa," says Di Pollina. "In early 2017, Planet will be able to collect daily imagery over any point on Earth, which will take ag monitoring to a completely new level. As an important technology ally for us, Planet is helping to make our company's growth possible."

FOR MORE INFORMATION

To learn more about Planet Monitoring for Agriculture, visit planet.com/markets/monitoring-for-precision-agriculture

For more about GeoAgro, go to www.geoagro.com



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