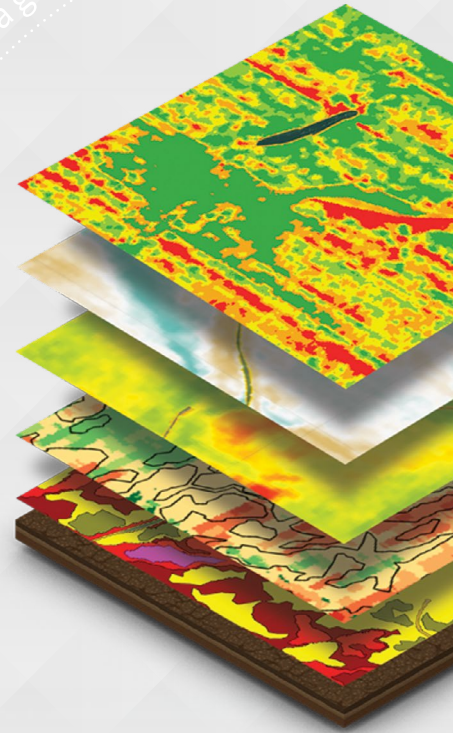




PRECISION DIGITAL SOLUTIONS

Daily Imagery





Field-centric data collection



Rapid data processing



Real-time data visualization



Data management



Predictive modeling



Machine learning

WITH THE RIGHT INSIGHTS, ANYTHING IS POSSIBLE.

As data floods your farming operation on a daily basis, the question is no longer “What is big data?”, it’s “What can I do with the big data I have?” The answer is integral to the success of your farming operation.

Farmers make a minimum of 50 key decisions per cropping season. Each decision you make can affect the next, and ultimately can affect your yield. One poor decision can cost over \$50 an acre. So how do you know if you are making the right decisions? That’s where data comes in.

Field-centric data collection, processing, predictive crop modeling, forecasting and machine learning give you the insights you need to make the best possible decisions.

With Farmers Edge, you get precision digital solutions built on an integrated farm management platform powered by billions of field-centric data points.

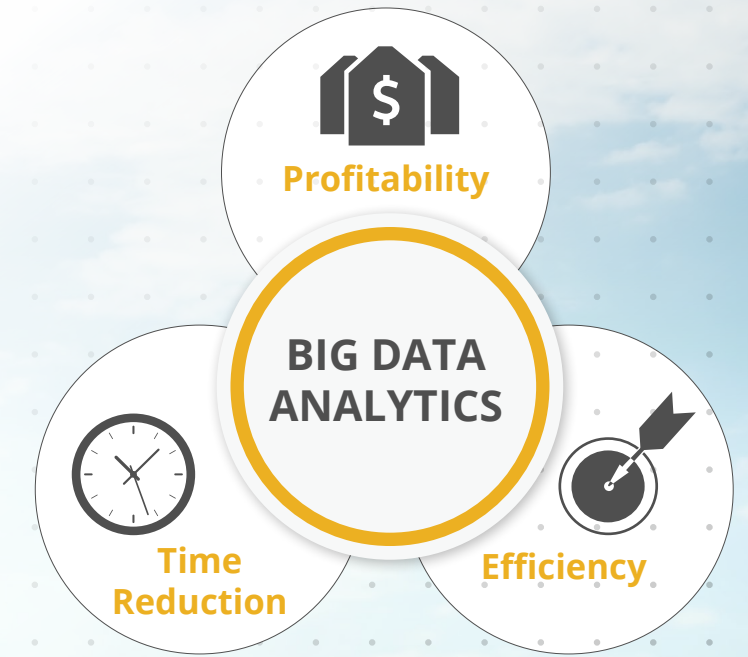
Simplified data management eases time-consuming data collection, processing and transfer.

Visual data representation helps you quickly spot what’s relevant.

Advanced data analytics and machine learning lead to faster, more accurate insights.

WHY IS YOUR FARM DATA IMPORTANT?

- Provides information and analysis that aids in crop planning and budgeting decisions
- Enables improved in-season crop management decisions
- Analyze historical data when making future field plans
- Ease of providing detailed field records for landlords, land owners, ag lenders and crop insurance providers
- Ease of documenting and reporting field activities for regulatory compliance and end use markets or processor traceability requirements
- Calculate financial break-evens and run profit projections



DATA DRIVES DECISIONS. MAKE SURE IT'S RIGHT.

More data is only a good thing if it's the right data. It's not about how much you are collecting, it's what you are collecting, how you are collecting it and how accurate it actually is.

Automating data collection gives peace of mind, allowing you to concentrate on carrying out a farm task, rather than ensuring data is being logged properly, transmitted periodically and processed correctly. One less thing to think about in a dynamic farm setting.

By automating data collection and integration, you're not only easing the burden of manual work, you're also establishing consistency, promoting efficiency and enabling smart decision making.

Farmers Edge provides everything you need to get the most value from all your farm data. Before discovering how data can work for your farm, you should first understand where it comes from.

ON-FARM WEATHER STATIONS

Advanced on-farm weather stations are installed across your farm to track accurate, site-specific data. Access to the full network of weather stations allows for detailed analyses of regional trends.



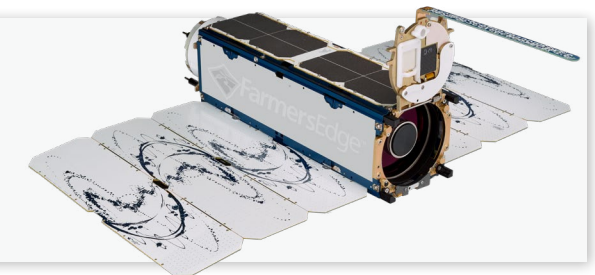
CANPLUG™

In-field telematics device for every piece of equipment enables passive data collection and transfer. CanPlug collect all machine and agronomic data.



SATELLITE IMAGERY

High-resolution daily imagery powered by the largest constellation of satellites in the world. Monitor fields, identify changes and make informed decisions using both in-season and historical satellite imagery.



SOIL SAMPLING

Zone and grid based soil sampling programs provided by Farmers Edge professional soil technicians to deliver a plan based on your land's individual specifications and needs.



EVERY DECISION COMES DOWN TO HIGH QUALITY, WELL-INTEGRATED DATA.

Today's farm data comes from multiple sources making it difficult to link, match, process and manage. In some cases, the data is not quickly and easily accessible, adding friction to a process in which timeliness is critical for detecting crop anomalies early and making swift management decisions. It's necessary to connect and correlate relationships to unlock the value of your data.



WHY IS INTEGRATION SO IMPORTANT?

- Saves time
- Easier to access and analyze
- Prevents data losses
- Allows for comparison of controlled & uncontrolled variables at once



THE RIGHT PLATFORM All data in once place



Accurate Prescription Maps



Data-driven decisions for production & management

THE RIGHT DECISIONS Confident decisions with impact



MEASURABLE RESULTS Profit analysis by zone

UNDERSTAND YOUR DATA. IT'S THE MOST VALUABLE ASSET ON YOUR FARM.

The primary value of big data doesn't come from raw data, but from processed data and the insights and predictive models that emerge from analysis to support decisions. The more knowledge you have, the more confident you'll be in making farm management decisions.

FarmCommand is an all-in-one farm management platform, driven by field-centric data and built by farmers like you.

FarmCommand automatically integrates all sources of data and delivers what growers need most: swift, accurate, in-field decision support.

Available as a web-based tool and a mobile app, you can quickly analyze, visualize and share information from one easy-to-use platform.

FARMCOMMAND – DASHBOARD

The dashboard integrates various features of FarmCommand to provide a quick snapshot of what's happening on your farm to help you plan and manage your day-to-day operations.

Customizable tiles showcase summarized information, so you can:

- View important notifications
- Review crop types
- Check current, forecasted and historical weather conditions
- Monitor active equipment



FARMCOMMAND – JOBS & ASSETS

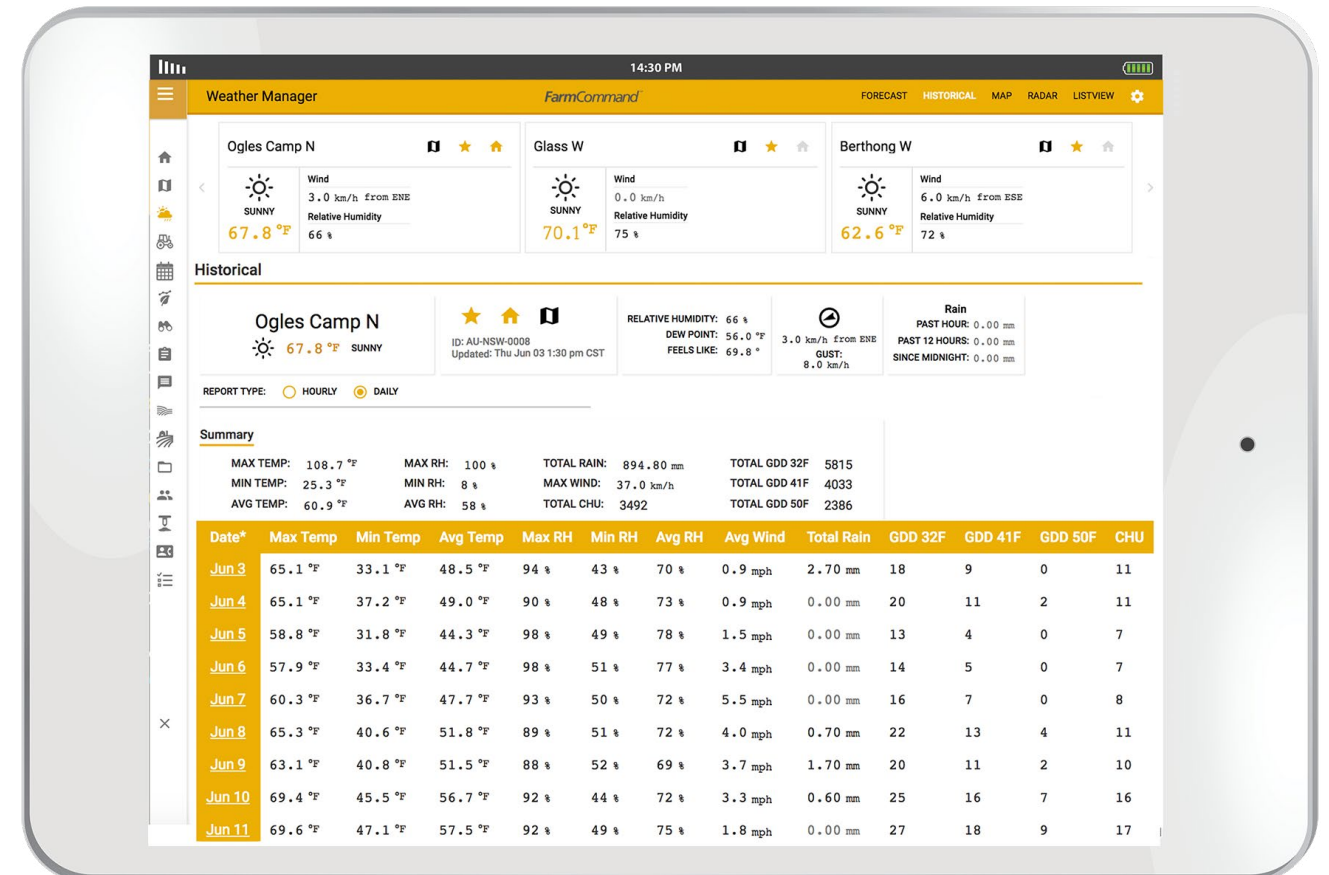
Running a farm is like managing any other business. You need to plan operations, manage logistics, schedule tasks and keep track of all important records. This tool replaces the little black book and allows you to keep a complete digital story of all field operations. You can plan jobs ahead of time or on-the-go, track progress and collect records from the field as work is completed.



Visuals are for illustration purposes only. Actual product may vary due to product enhancement.

FARMCOMMAND – WEATHER

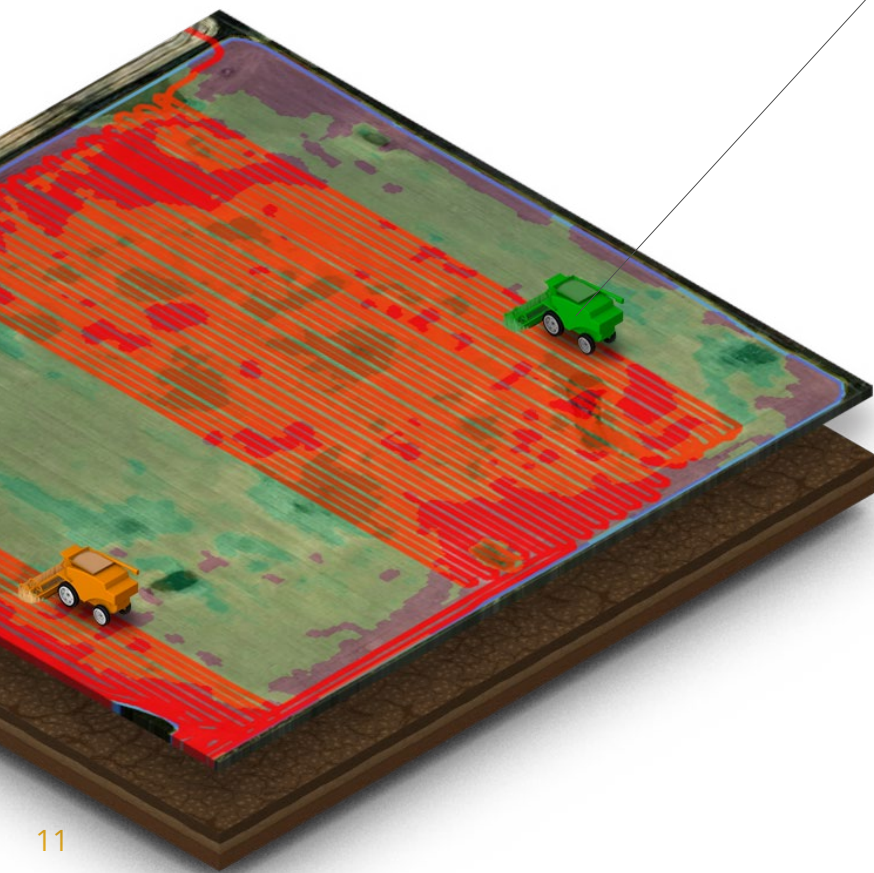
Farmers Edge installs weather stations in all customers' fields to acquire accurate, site-specific data. A dense network of weather stations coupled with highly sophisticated forecasts* provides detailed analyses of regional trends. Every activity on the farm is dependent on the weather – seeding, scouting, spraying, fertilizing, harvest and more. Weather in FarmCommand enables you to plan all these activities for the coming hours and days based on up-to-date, field-centric weather conditions. You also have access to Delta-T information – an index used to inform you of acceptable spraying conditions to reduce the risk of spray droplets traveling off-target.



*Forecasts powered by The Weather Company, an IBM Business.

FARMCOMMAND – EQUIPMENT

Fleet management isn't new to farming – matching machines to the job at hand, ferrying the right equipment to the right field, scheduling service at the right intervals – it factors into every aspect of your operation. Implementing a fleet management system and reviewing data to make slight adjustments to your operational routine can save time, labor and input costs. Equipment in FarmCommand provides instant information on how best to optimize these resources. Track your fleet in real-time, monitor equipment health, view historical paths and review overall performance of each field activity to support your operational decisions.



Detail:

- Type:** Harvester
- Status:** Active
- Date Updated:** Fri Oct 29
- Time:** 4:18 pm CDT
- Battery Voltage (V):** 13.55
- Engine Coolant Temp:** 83.00 °C
- Engine Oil Pressure:** 464.00 kPa
- Engine RPM:** 2101.00
- Fuel Level:** 43.60%
- Grain Flow:** 4.65 kg/s
- Grain Moisture:** 14.93%
- Instantaneous Liquid Fuel Usage:** 93.05 L/hr
- Navigation Based Vehicle Speed:** 4.02 mph

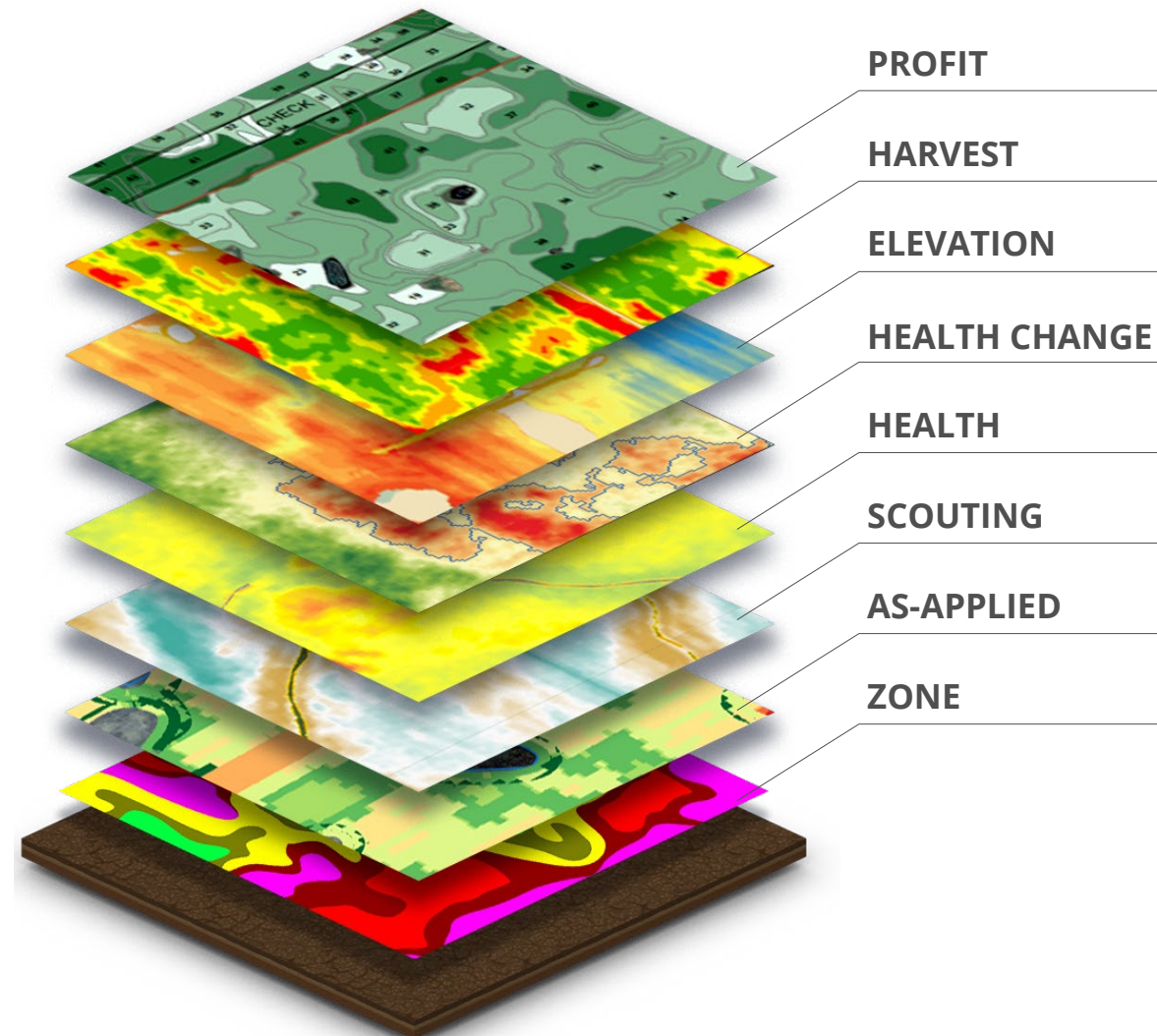
FARMCOMMAND – EQUIPMENT ANALYTICS & REPORTS

Do you know which operator or piece of equipment performs best on your farm? FarmCommand Analytics and Reports provide comparative equipment information on both individual and aggregated levels to support your operational and future purchase decisions. From how much fuel was burned to overall productivity, you can review different types of equipment in a consistent format and identify which makes and models have the highest and the lowest performance levels in your region and on your farm.

Equipment Breakdown			
Equipment	JD 9870	JD s670	Totals & Averages
Working Time	2.91 hours	5.49 hours	8.4 hours
Idle Time	2.41 hours	1.25 hours	3.66 hours
Area Covered	65.83 ac	97.56 ac	163.39 ac
Productivity	19.98 ac/hr	17.52 ac/hr	18.75 ac/hr
Distance Travelled	98771.41 ft	158597.01 ft	257368.42 ft
Speed	4.82 mph	4.46 mph	4.64 mph
Engine RPM	2268.23 rpm	2197.34 rpm	2232.79 rpm
Fuel Consumption	50.19 gal	80.8 gal	130.99 gal
Overlap	4.71%	0.93%	2.82%
Harvest Yield	172391.15 lbs	341427.93 lbs	513819.08 lbs
Moisture	12.6%	12.55%	12.58%
Yield Productivity	59222.96 lbs/hr	62244.53 lbs/hr	60733.75 lbs/hr

FARMCOMMAND – MAPS

Farmers Edge makes it easy to visualize and understand your data. From planning your season to analyzing your results and everything in between, the tool gives you the complete story of your fields. Comprised of a series of maps, including some that are unique to the platform, FarmCommand Maps help you spot problems and identify opportunities. With all your data in one place, you can layer maps or compare them side-by-side to review the season and discover new patterns in your fields.



FARMCOMMAND – AS-APPLIED MAPS

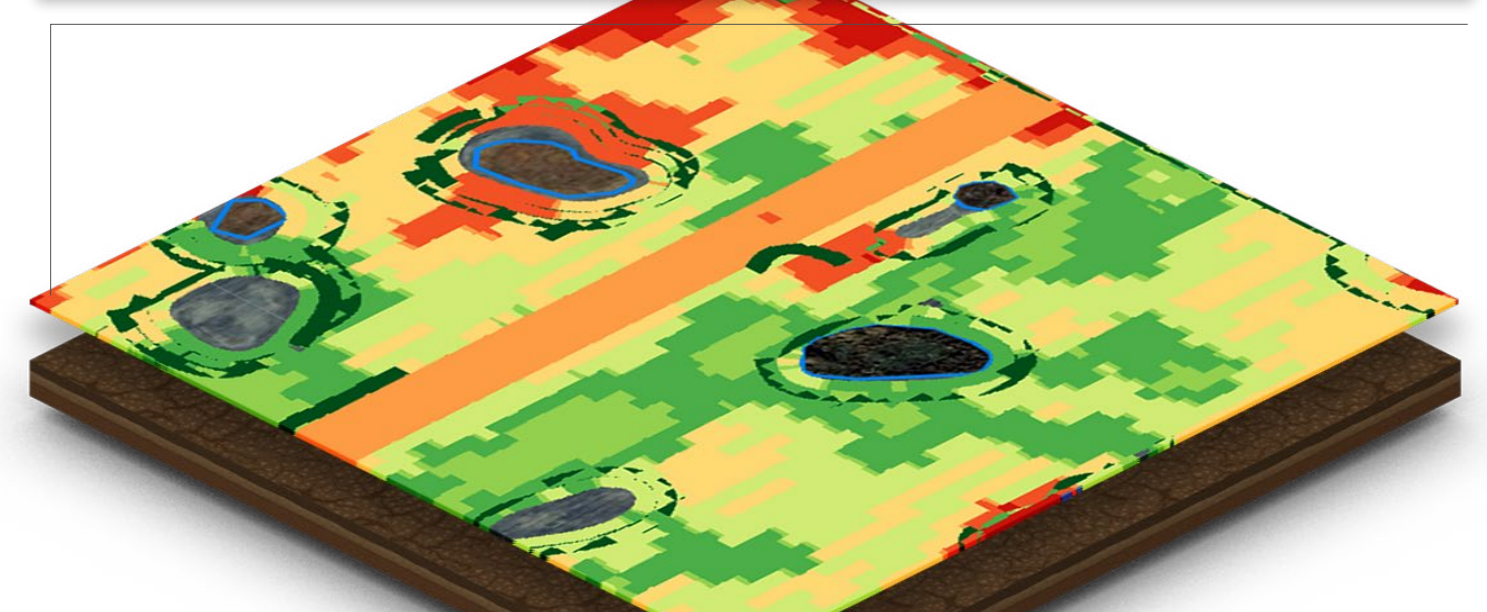
How do you know your application went as planned and how soon can you verify it? Knowing what you applied, how you applied it and exactly when it was applied allows you to confirm the accuracy of each application. No matter the operation – fertilizing, seeding or chemical applications – all data is displayed in a consistent format, so you can review prescriptions and compare application decisions to in-season imagery and yield results.

Operation Info

Operation	Product	Field Area	Coverage Area	Overlap Area	Total App.	Avg. Speed
Fertilizer - N	NH3 gas	157.9 ac	149.9 ac	8 ac	18375.3 gal	5.2 mph

Application Amount

	Red	Orange-Red	Orange	Yellow-Orange	Yellow-Green	Green	Dark Green
lb/ac	<=65.00	65.00-81.50	81.50-99.10	99.10-111.60	111.60-119.00	119.00-131.50	131.50-152.30
ac	7.30	9.60	12.60	31.70	33.30	15.00	26.30

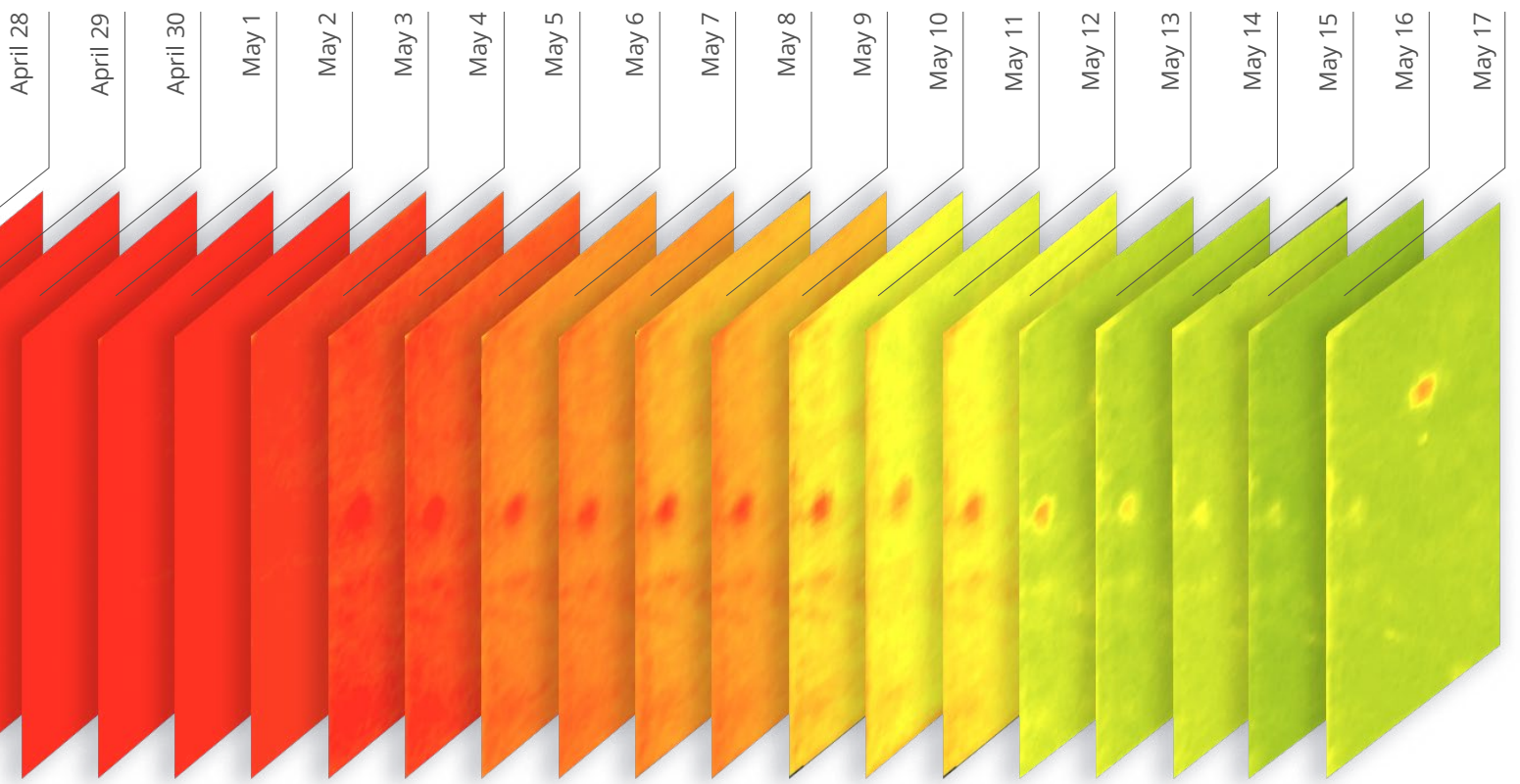


FARMCOMMAND – DAILY IMAGERY

Timely information is crucial when responding to changes in the fields. That's why we provide high-resolution imagery of your fields, captured daily by the largest private constellation of satellites in the world. Using rapid image processing technology, we develop three maps to help you react to crop stress as it emerges and protect your yield.

CROP HEALTH AND HEALTH CHANGE MAPS

Crop Health Maps depict a natural progression of the in-season vegetative health of your crops and provide a consistent view of your fields from planting to harvest. With Health Change Maps and Notifications, you can easily identify issues as they develop and take corrective actions before yield is impacted.



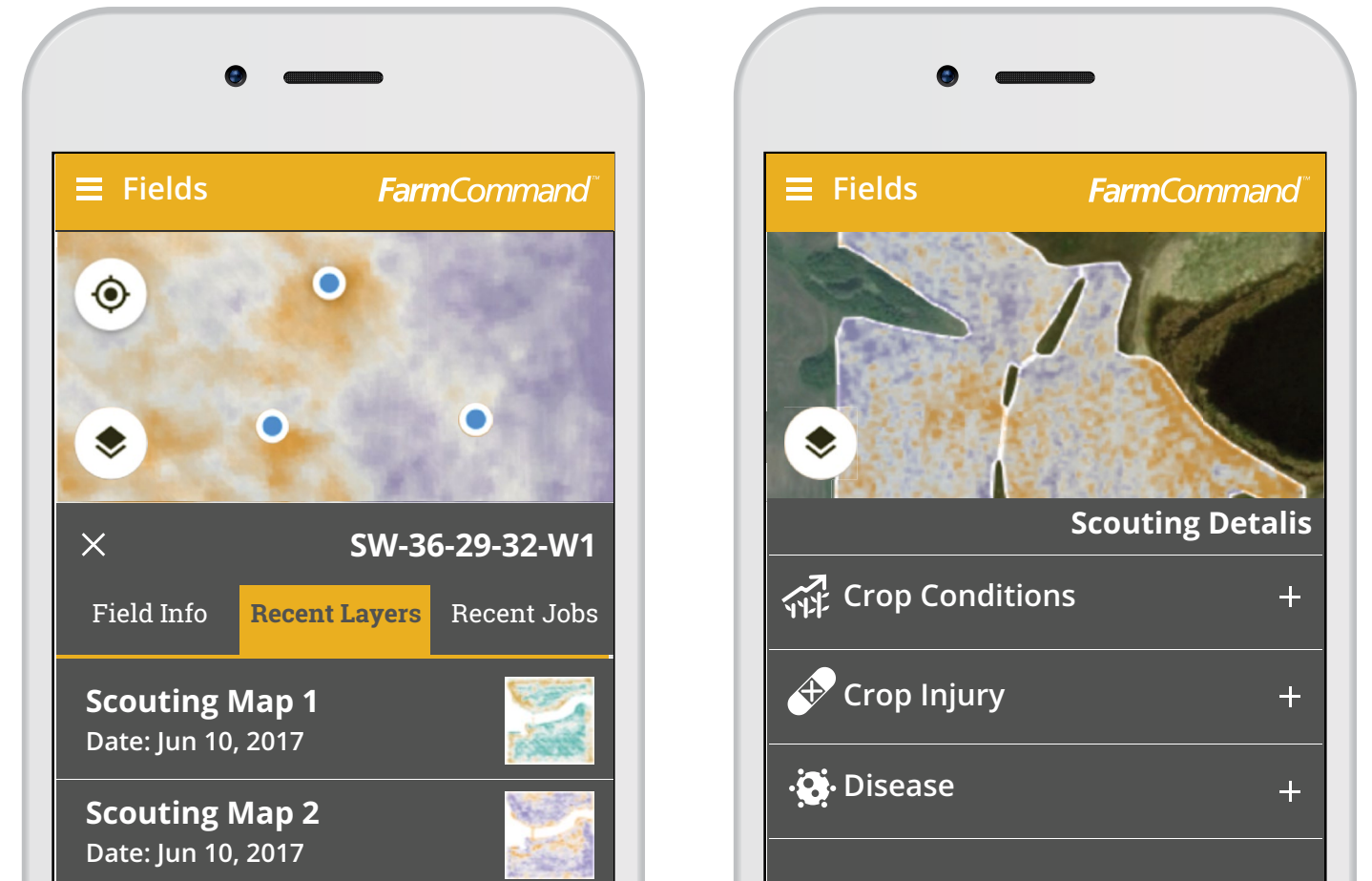
FARMCOMMAND – SCOUTING

SCOUTING MAPS

The first of their kind, Scouting Maps allow you to monitor both subtle and major variations in vegetation and soil across your fields.

FARMCOMMAND SCOUTING APP

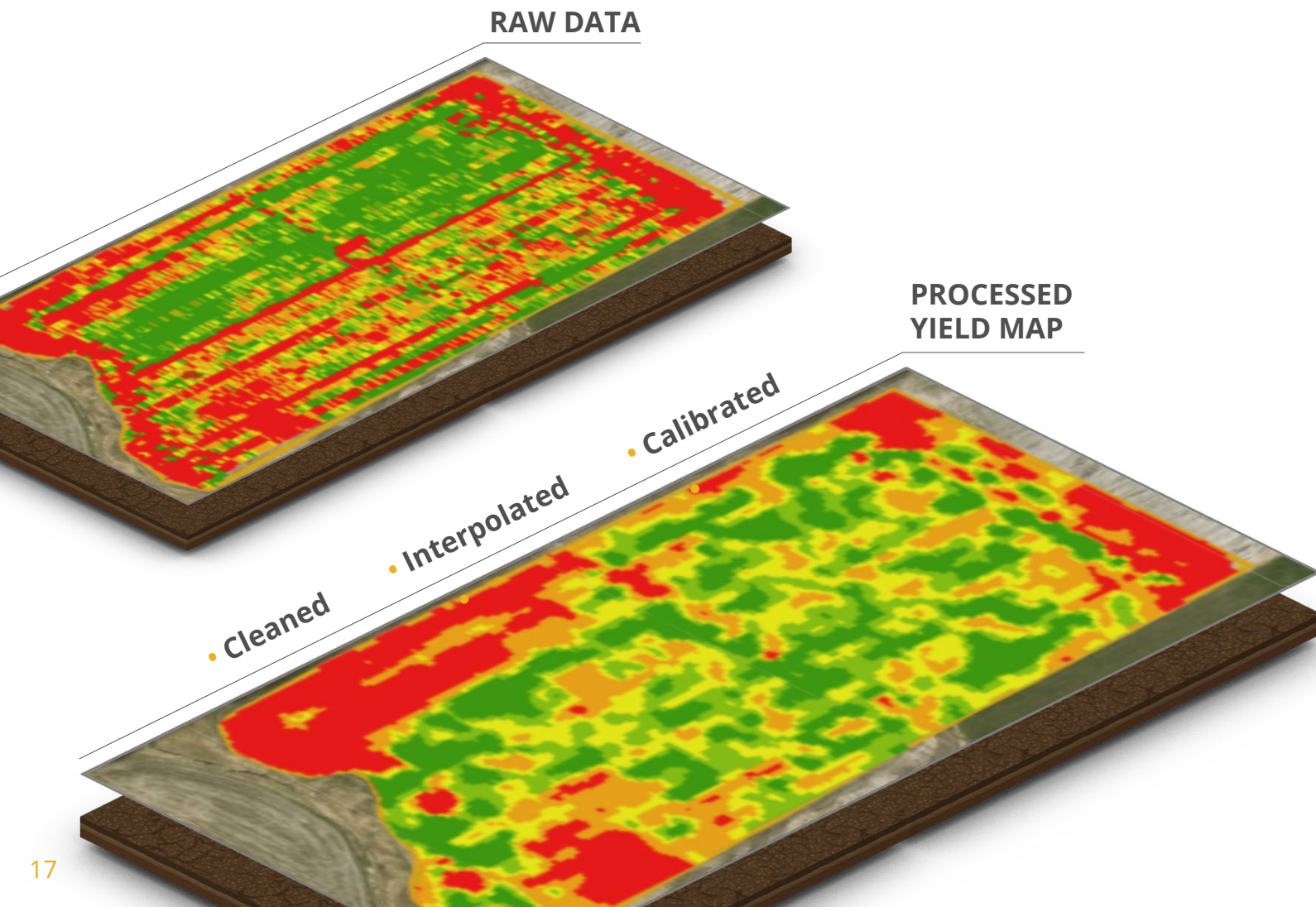
Designed to direct scouting activities, you can take these maps on the go with the FarmCommand Scouting app. The app integrates multiple map layers, GPS navigation and pest lists helping you to address field conditions. Automatically synced with FarmCommand, you can view and share observations, take pictures and schedule tasks directly in the app keeping all your records in one place.





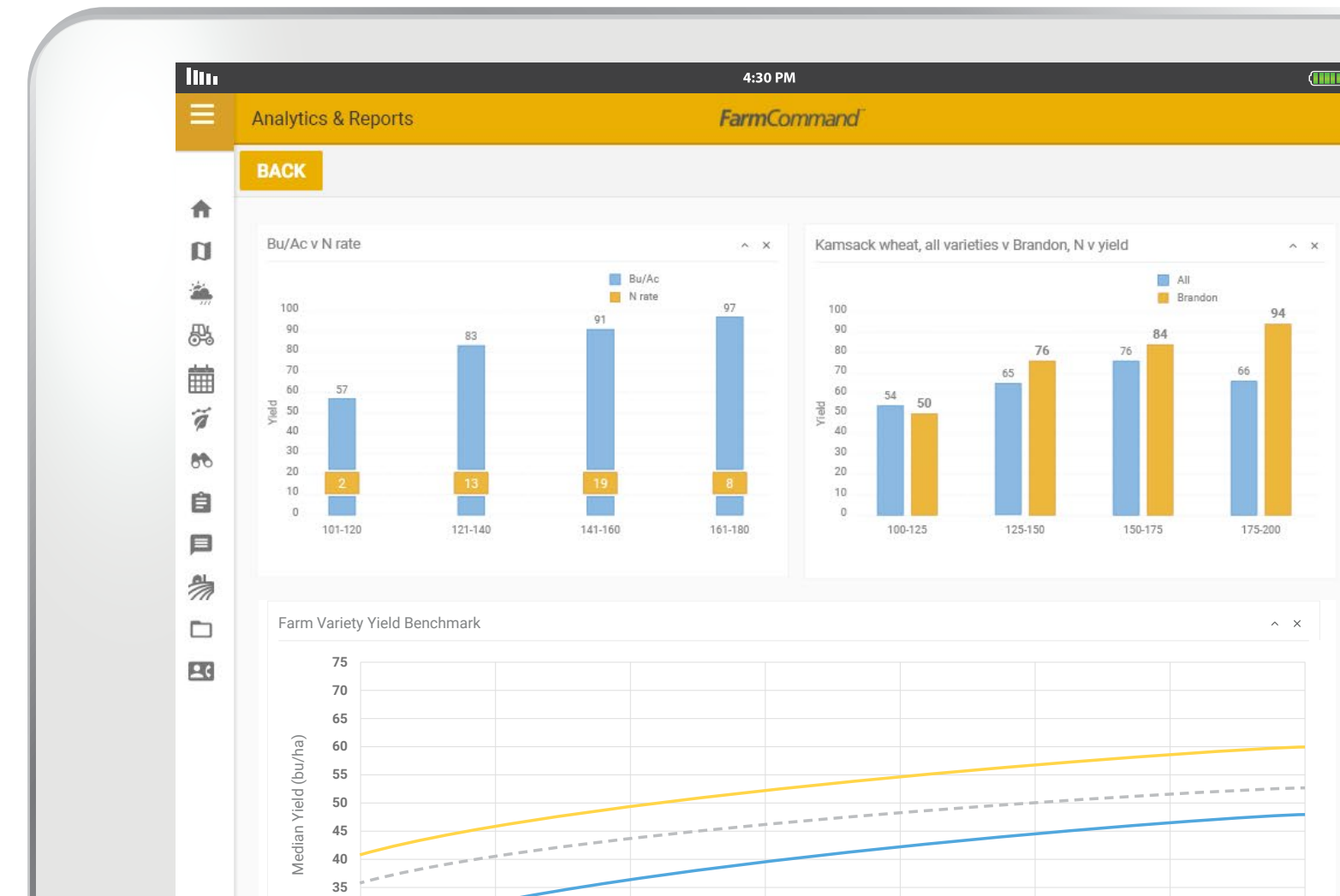
FARMCOMMAND – HARVEST MAPS

You can't manage what you don't measure but if your data isn't accurate, how can you measure it? Harvest Maps provide enhanced yield visualization to help you measure your season more accurately. An advanced analysis engine automatically cleans yield data, fills missing swaths and provides post-harvest calibration across multiple combines. Additional map layers, including elevation, moisture and productivity, are also available to help you plan and review your harvest.



FARMCOMMAND – BENCHMARKING ANALYTICS & REPORTS

Decisions should be rooted in analytics, not instinct. With tens of thousands of fields in our database, you can measure the relative yield of hybrids and varieties grown on your farm and within up to 480 miles of your region. Don't just pick the seed you think will perform well, pick ones that you know will perform best on your farm.



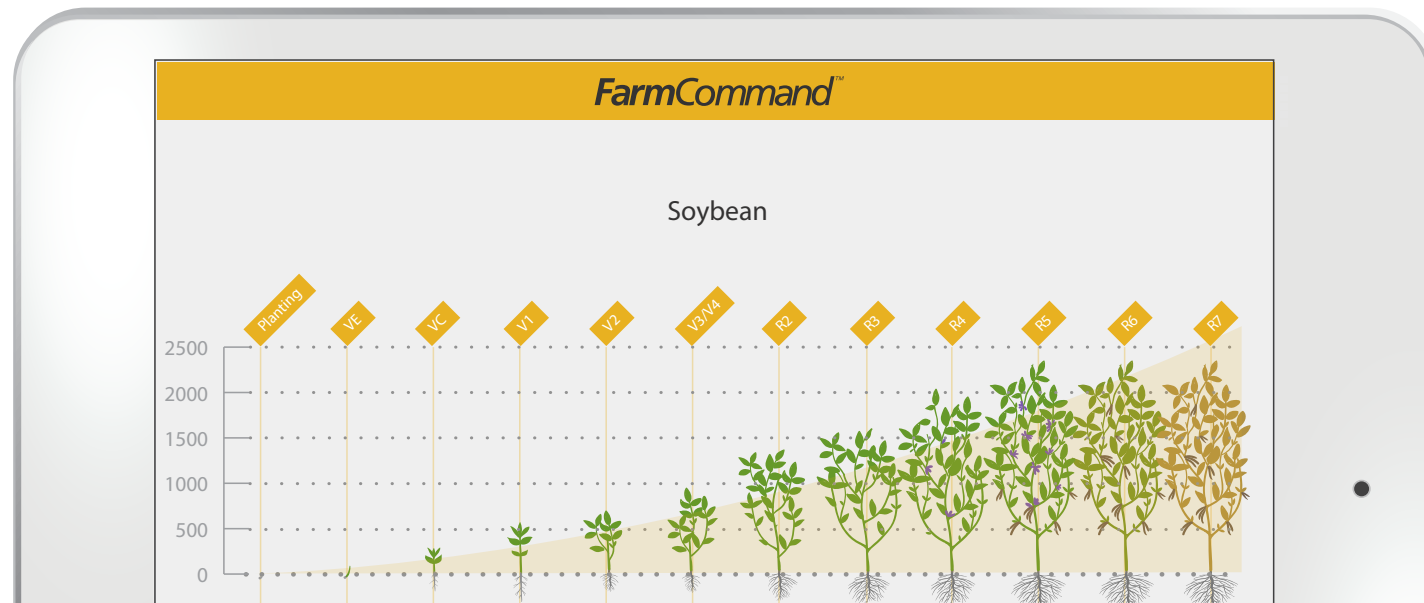


FARMCOMMAND – PREDICTIVE MODELING

Wouldn't it be great knowing exactly when your fields are susceptible to pests or what your yields and profits will be before you harvest? Farmers Edge applies analytics to all data to form predictive models and valuable insights that lead to better decisions and actions.

CROP GROWTH STAGES

Every year, yield is lost because crop protection products are applied at the incorrect time. With growth stage modeling in FarmCommand, you can plan field operations in advance to ensure these products are applied at the right time to maximize their effectiveness and minimize the risk of crop damage. Using a combination of historical and forecasted weather from your fields, specific crop characteristics and agronomic models, Farmers Edge provides accurate growth stage prediction for many major field crops. This information includes the current stage of crops as well as estimated dates for future critical growth stages allowing you to save time while scouting and plan operations well in advance.



PESTS MODELING

The relationship between disease and weather cycles is the basis of many predictive models. These models can be used to notify growers of specific disease and insect risks in their fields, including fusarium head blight, sclerotinia and wheat midge. Instant notifications help you take protective or corrective actions before pests can impact your yield.

NITROGEN AND YIELD MODELING

Field-centric data collection and machine learning algorithms power nitrogen management and yield modeling in FarmCommand. N-Manager provides a zone-specific nitrogen model to help you plan nitrogen applications and minimize fertilizer loss. Designed to assist you in reaching your targeted yield goals, N-Manager provides daily zone and time-specific updates on the status of nitrogen levels. Yield is a function of the interaction between genetics, environment and management. Managing nitrogen more effectively allows you to increase your yield potential and take an informed position in the market.



FARMCOMMAND MOBILE APP

MORE FLEXIBILITY. GREATER PROFITABILITY.

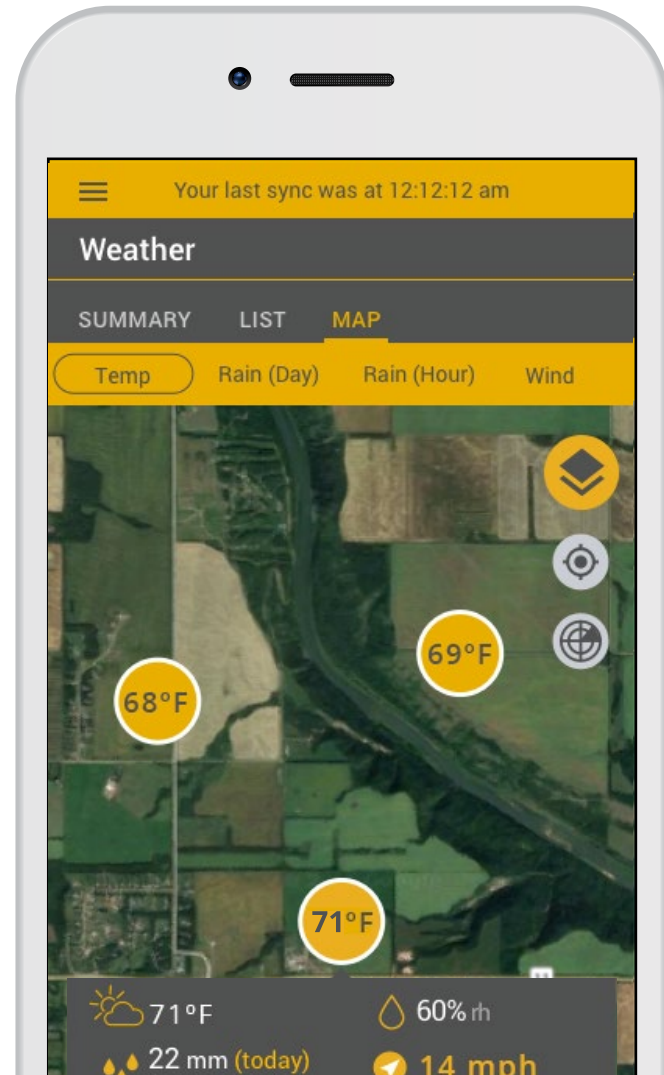
FarmCommand is available as an integrated farm management application that gives you everything you need to plan operations, monitor weather, create jobs, collect field records, scout fields, share data, track equipment and understand profits on-the-go. Gather more information, work faster and keep your team organized with this flexible, easy-to-use app.

WEATHER

Plan your daily farming activities with hyper-local forecasts, radar, current conditions and other field-centric weather data now available offline. Organize your day in advance, manage schedules or change plans on-the-go with quick and easy access to features you need the most.

RECORD-KEEPING

From planting to spraying and harvest, you have the complete story of all your field records in one place. This tool allows you to schedule jobs ahead of time, create new records on-the-go, and track progress of all field activities as they are being done. Easily access the data you need, collaborate with the team and stay organized.



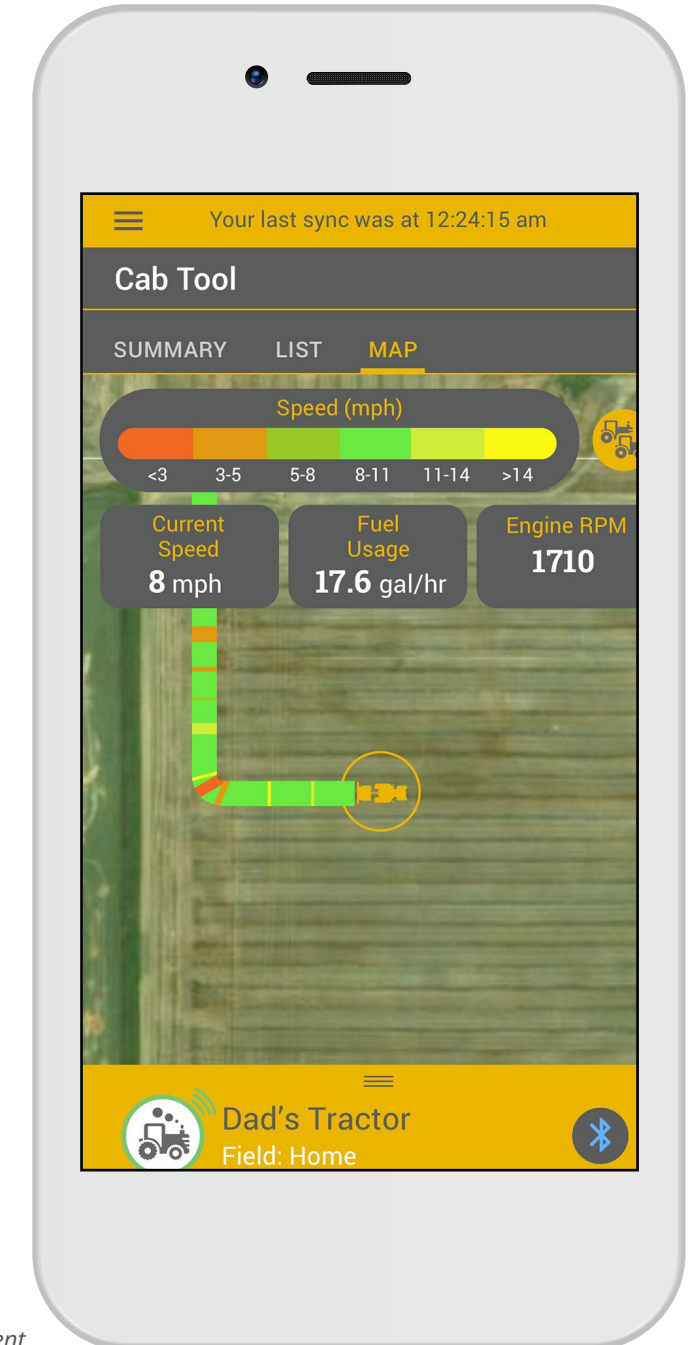
FARMCOMMAND MOBILE APP

SCOUTING

Automated crop health notifications allow you to prioritize fields to scout. High-resolution, daily satellite imagery and other data layers help you navigate to specific areas within the field that are showing variability or issues, easily record observations, capture images and share data with your team. This in-field decision support tool makes scouting fast and efficient.

IN-CAB

Powered by our universal CanPlug, this tool allows you to manage your entire fleet with your mobile device. Monitor your equipment with data streaming and mapping, automatically collect records from the field as work is being done and connect your mixed fleet for near real-time job summaries. Job data is visible in instant, average and total values. Farm managers can see all active jobs on the farm, connect multiple machines within a field to one view, and toggle between all machines and machine they are connected to.



Visuals are for illustration purposes only. Actual product may vary due to product enhancement.

VARIABLE RATE TECHNOLOGY

Mother Nature didn't build your fields in perfect squares. Farmers Edge provides a turn-key VRT program that's zone-based, measurable and includes agronomic and technical support to help you optimize inputs across every acre.

WHAT CAN VRT DO FOR YOUR FARM?

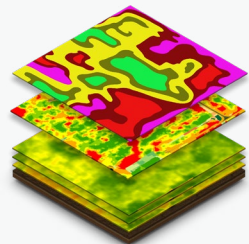
- Better profitability
- Higher yields
- Less lodging
- More even maturity
- Improved environmental impact
- Optimized input use
- Improved harvest

SOIL SAMPLING PROGRAM

Accurate soil sampling translates into higher productivity and better yields. Choose a soil sampling strategy that is the best fit for your farming operation.

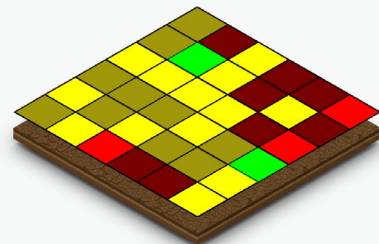
ZONE MANAGEMENT PLAN

Zone Maps are derived from imagery and historical records to identify high and low performing areas of your fields. These maps are used to help you manage input requirements based on the individual yield goals of each zone.



GRID MANAGEMENT PLAN

Choose the right grid size for your farm. Recommended size: 2.5 acre grid or 5 acre grid. Grids are soil sampled and tested to derive the areas of varying productivity.



NEW

We combine actual soil testing (AST) with Virtual Soil Testing (VST) - a time saving technology that combines current weather data with historical crop, yield and environmental data to predict nutrient levels in the fields.

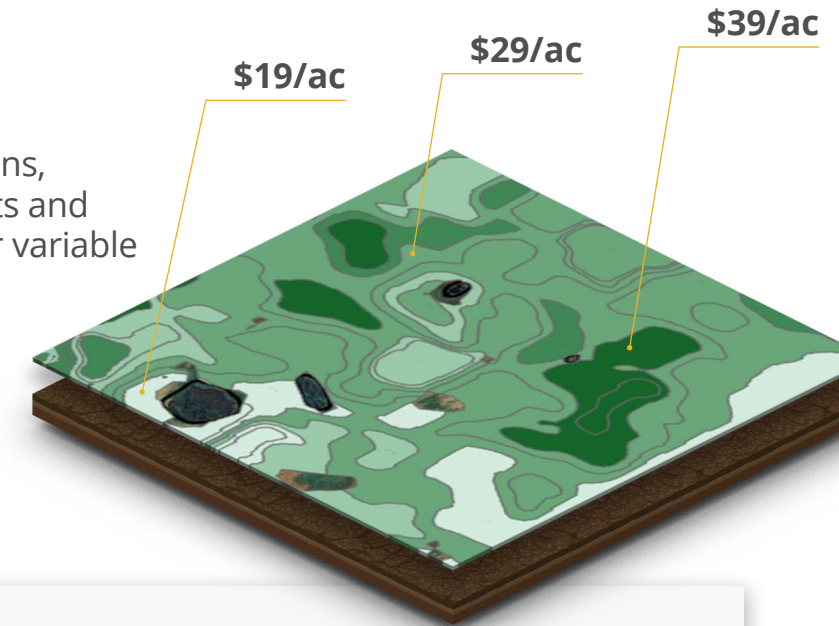
	AST	VST
YEAR 1	All variable rate acres	N/A
YEAR 2 TO 4	Site-specific areas on every field	All variable rate acres

PRESCRIPTION MAPS AND FIELDREADY™

Working closely with you or your trusted advisors, Farmers Edge develops an advanced agronomic plan matching productivity zones to yield targets and product requirements. Technology Specialists will visit your farm to prepare equipment and ensure data is logging before each field operation.

PROFIT MAPS

Profit Maps integrate application prescriptions, harvest data, commodity costs, product costs and check strip data to show you the ROI of your variable rate decisions on a zone-by-zone basis.



\$30-45/AC

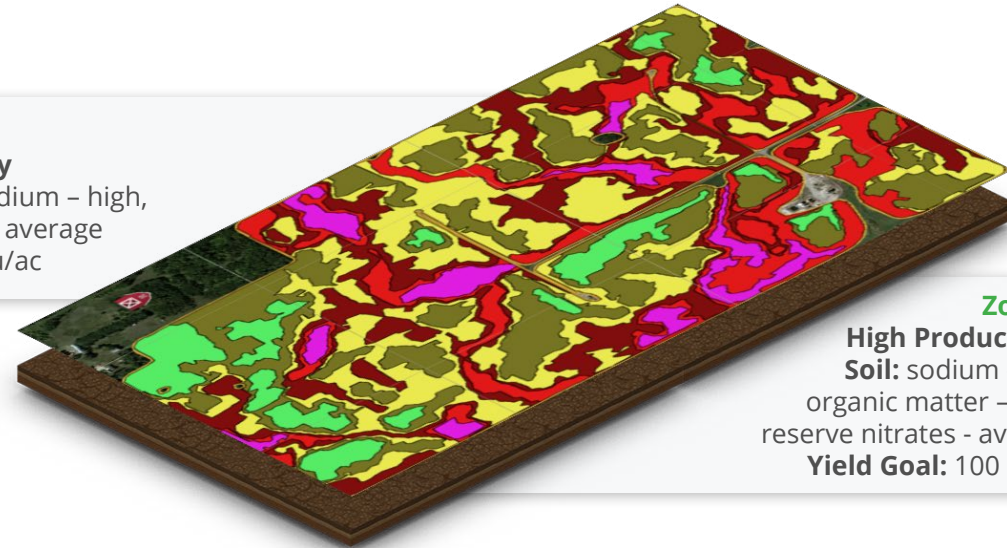
AVERAGE VARIABLE RATE ADVANTAGE

VARIABLE RATE TECHNOLOGY CASE STUDY

The individual yield goals of each zone were used to determine VR nitrogen recommendations. The lowest productivity zone (Zone 2) received 35 lbs/ac and the highest productivity zone (Zone 6) received 105 lbs/ac. The Harvest Map results show Zone 2 yielded 45 bu/ac and Zone 6 yielded 105 bu/ac, both 5 bu/ac more than the yield goals of the zones. The Profit Map shows the variable rate advantage of each zone. Overall, the field profited \$91.09 more per acre using VRT.

ZONE MAP

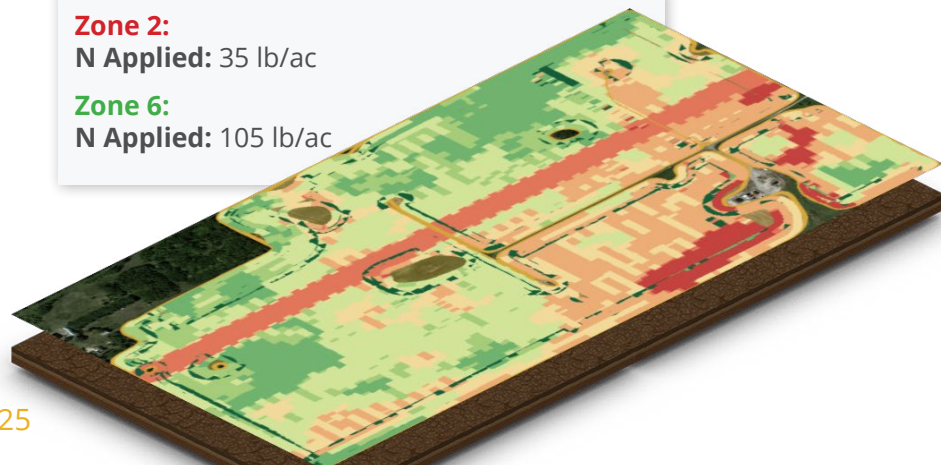
Zone 2:
Low Productivity
Soil: sulfate & sodium - high, reserve nitrates - average
Yield Goal: 40 bu/ac



Zone 6:
High Productivity
Soil: sodium - low, organic matter - high, reserve nitrates - average
Yield Goal: 100 bu/ac

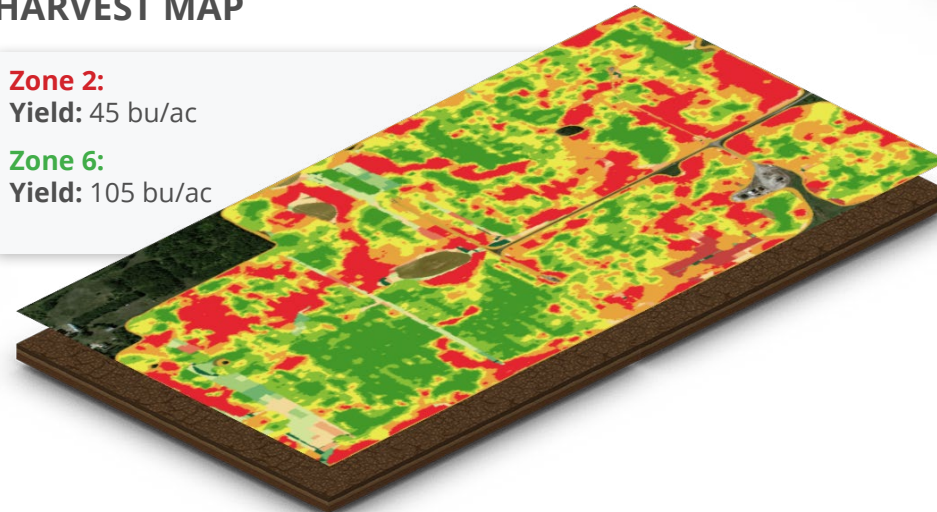
AS-APPLIED MAP

Zone 2:
N Applied: 35 lb/ac
Zone 6:
N Applied: 105 lb/ac

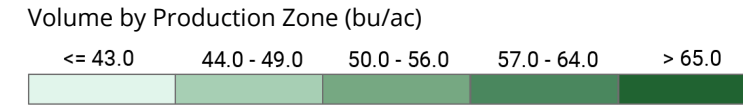


HARVEST MAP

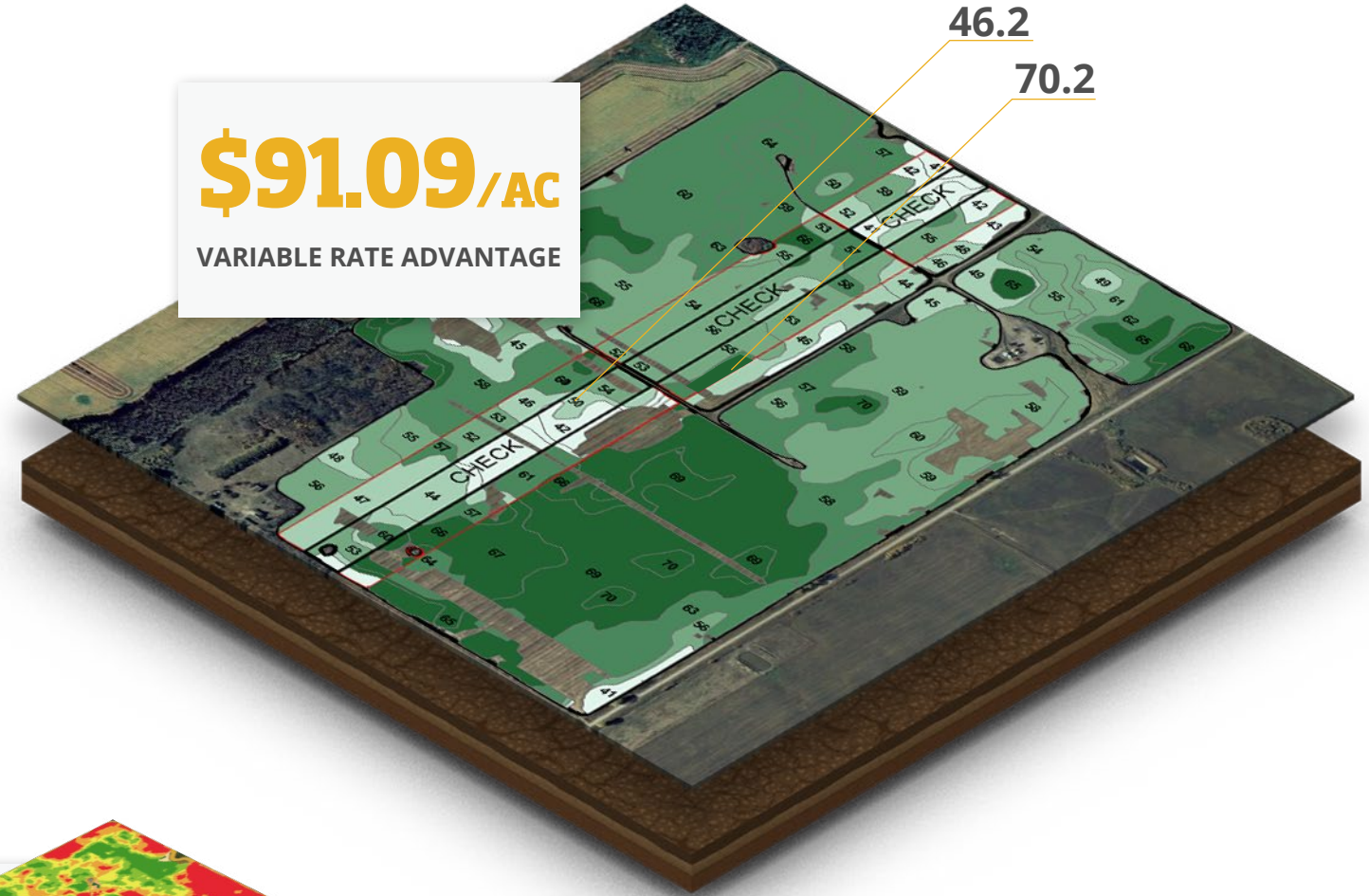
Zone 2:
Yield: 45 bu/ac
Zone 6:
Yield: 105 bu/ac



PROFIT MAP

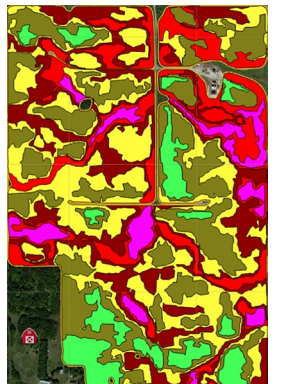


\$91.09/AC
VARIABLE RATE ADVANTAGE



PRODUCTION ZONE MAP

Production Zone	Zone ac	VR input N - P - K - S (lbs/ac)	Fertilizer cost (\$/ac)	VR cost/ bu	Conv. cost/ bu	Variable Rate Advantage (\$/ac)
1	11.72	35-20-7-0	41.70	n/a	n/a	n/a
2	30.85	35-25-8-0	49.50	\$1.18	\$1.52	\$117.9
3	40.03	95-25-8-0	57.90	\$0.95	\$1.28	\$71.1
4	53.72	110-30-10-0	67.80	\$1.04	\$1.14	\$50.4
5	53.63	110-30-10-0	67.80	\$0.97	\$1.44	\$151.2
6	18.20	105-30-10-0	65.70	\$1.06	\$1.37	\$91.5
TOTAL / AVERAGE		99-28-9-0				\$91.09



TESTIMONIALS

"Farmers Edge not only provided information on better practices but also validated some of the things I was already doing. I used their new nitrogen monitoring tool this past year and it's the first nitrogen tool I've tried that actually works. They nailed the recommendations and daily updates told me exactly when and where to apply it."

MIKE WILLIAMS

"New imagery from Farmers Edge is a really cool tool. I like it a lot. The frequency gives me peace-of-mind knowing what's going on in my fields. The sooner you can see issues, the easier it is to deal with. Whether it's a lack of fertility, pests or disease, you can monitor your fields and any developing issues before it's too late."

WALLY ORR

"With FarmCommand, I get a bird's eye view of my farm every day. The satellite imagery got really good this year – better quality and more frequent. I'm getting good value with the VR program. We're putting the fertilizer and seed where it's needed."

RANDY UHRMACHER

"The biggest problem is what to do with all the data collected from various machines and equipment. FarmCommand solved this problem by bringing all my farm data to one location that could be accessed from anywhere."

MATT BRACE

TRAINING & SUPPORT

Farmers Edge knows that you don't have time to waste. Our mission is to help you make the best use of our precision digital tools through effective and responsive support and a broad range of training resources.

TRAINING



You'll have access to a variety of materials to help you get the most value from our tools. We offer the following types of training:

- Webinars
- Videos
- How-to guides
- In-person

SUPPORT



You have a dedicated support team to ensure you have everything you need to operate efficiently. We offer the following types of support:

- Phone
- Email
- Online
- In-person

SMART SOLUTIONS

SMART
IMAGERY

SMART
INSITE

SMART

SMART
NUTRIENT

SMART
VR

Crop Monitoring
Solution

Crop Monitoring
& Digital Agronomy
Solution

Integrated
Data Solution

Integrated
Data & Agronomy
Solution

Integrated Data
& Precision Agronomy
Solution

SOFTWARE

FarmCommand™



**SATELLITE
IMAGERY**

Scouting Maps
Health Change Maps
& Notifications



HARDWARE

On-Farm
Weather Stations
CanPlug™



SERVICES

Fertility Planning
Zone Mapping
Ground-Truthing
Soil Testing
Prescription Maps
Seeding, Fungicide, Fertilizing, Desiccation
Profit Maps

Composite

Grid or Zone

Flat

VR

SUPPORT

Tech Support
Agronomic Support



FieldReady™



At Farmers Edge, we're dedicated to developing the best platforms for precision agriculture to ensure that growers are given the tools they need to sustainably guarantee productive farming. To overcome the barriers hindering precision agriculture and to ensure widespread adoption, Farmers Edge built its business model around adding value to growers' operations at an affordable price.

DECISION SUPPORT TOOLS
Refer to sell sheets for more information

Moisture Manager
Includes soil-moisture probe, moisture-based yield prediction, installation and maintenance

N-Manager
In-Season Nitrogen Management Tool





Get Started Today
Call 1-866-724-3343