

# protecting high-value crops

## ■Better crops, higher profits

Helping growers more efficiently manage their fields and crops during the growing season.

The CROPIQ system brings together and automates all the field note taking, data transcription, tracking, and organization of agricultural process control for growers, consultants, extension agents, and researchers. CROPIQ provides a complete easy-to-use process control system that includes GPS-tagged field measurements of critical soil and crop parameters, field mapping,

observation capture, and puts it all together for easier analysis, archive, visualization, and sharing.

The CROPIQ solution is simple to operate—all observations are input with a single finger tap on the handheld field PDA. Automatic synchronization of field data and "anywhere web-access" complete the extremely intuitive and powerful system.

#### ■ Timely and accurate management of crop production

Current process-control methods are as old as agriculture.

Humanity has been growing tree and vine-based fruit for thousands of years. While there have been great advancements in new plant varieties and equipment to optimize crop production and quality, the use of digital tools has been limited to the sensing of weather and soil conditions.

The cropIQ solution gives you tools for gathering field data to use in analysis and crop management

decision-making—real-time, during the growing season:

- Manage your crop more efficiently and effectively, maximizing productivity, quality, and profitability.
- Measure the effectiveness and progress of crop growing strategies and track results.
- Maintain organic and environmentally sustainable practices.

#### ■ Doing the right thing, at the right time, in the right place

A more-uniform, high-quality crop while lowering expenses.

With the CROPIQ solution, your staff will better know the soil and plant conditions, and the progress of your crop during the growing season. The information is available on-line so multiple fields can be managed, regardless of location. Crop decision makers were never more informed, resulting in water and chemical savings of 10% or more.

## CROPIQ

- Reduce the risk you face every day with easy-to-use information, communication, and process management tools.
- Know in real-time the health of your plants, the condition of your soil.
- Increase crop yields by making more informed and accurate tactical decisions.





