How will Big Data Transform Agriculture?

Practical Lessons from the Farm

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Big data is a term that describes the large volume of data

But it’s not the amount of data that’s important

It’s what organisations do with the data that matters

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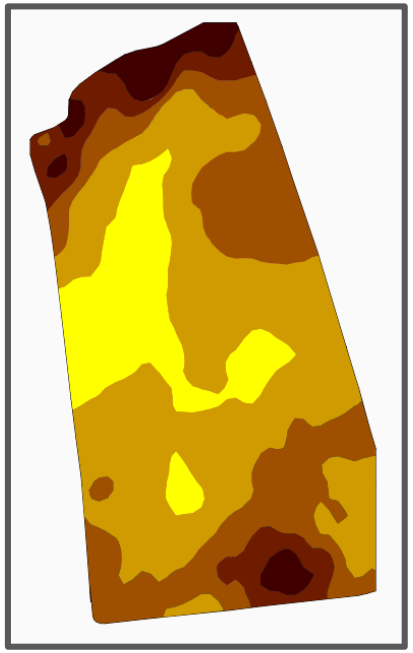
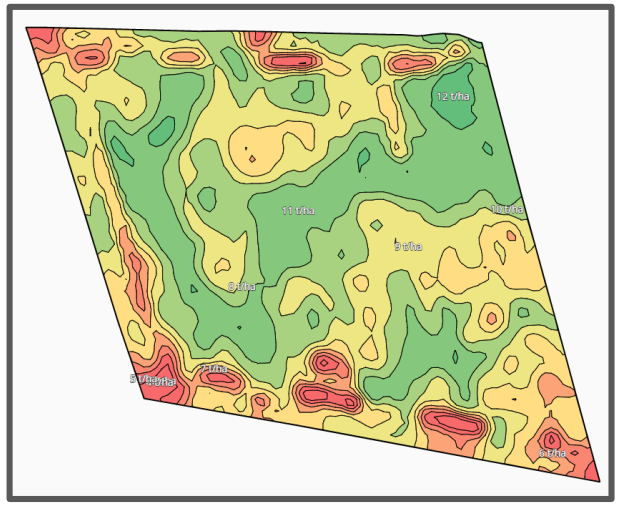
HELP

SO
WHAT

Single-Layer Precision Farming

- Growers not convinced precision farming
  - Isolated decision making
  - Not delivering the promise of increased yield
  - Divorced from agronomy
  - Simplistic approach





- A new approach is needed
- Connecting data with management and agronomy

What do farmer & agronomists want?

All the data in one place

The ability to analyse the data

Create actions based on the data

EASY TO USE!

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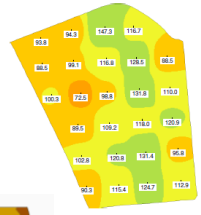

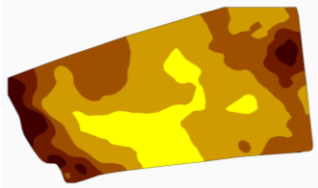

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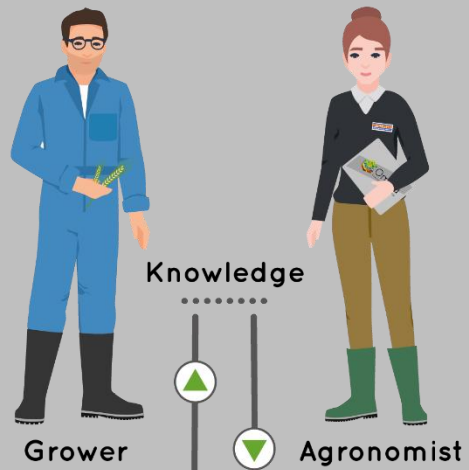
Boundaries
Cropping
Existing PF data



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Soil analysis
Yield maps
N Sensor data
Satellite & Drone images

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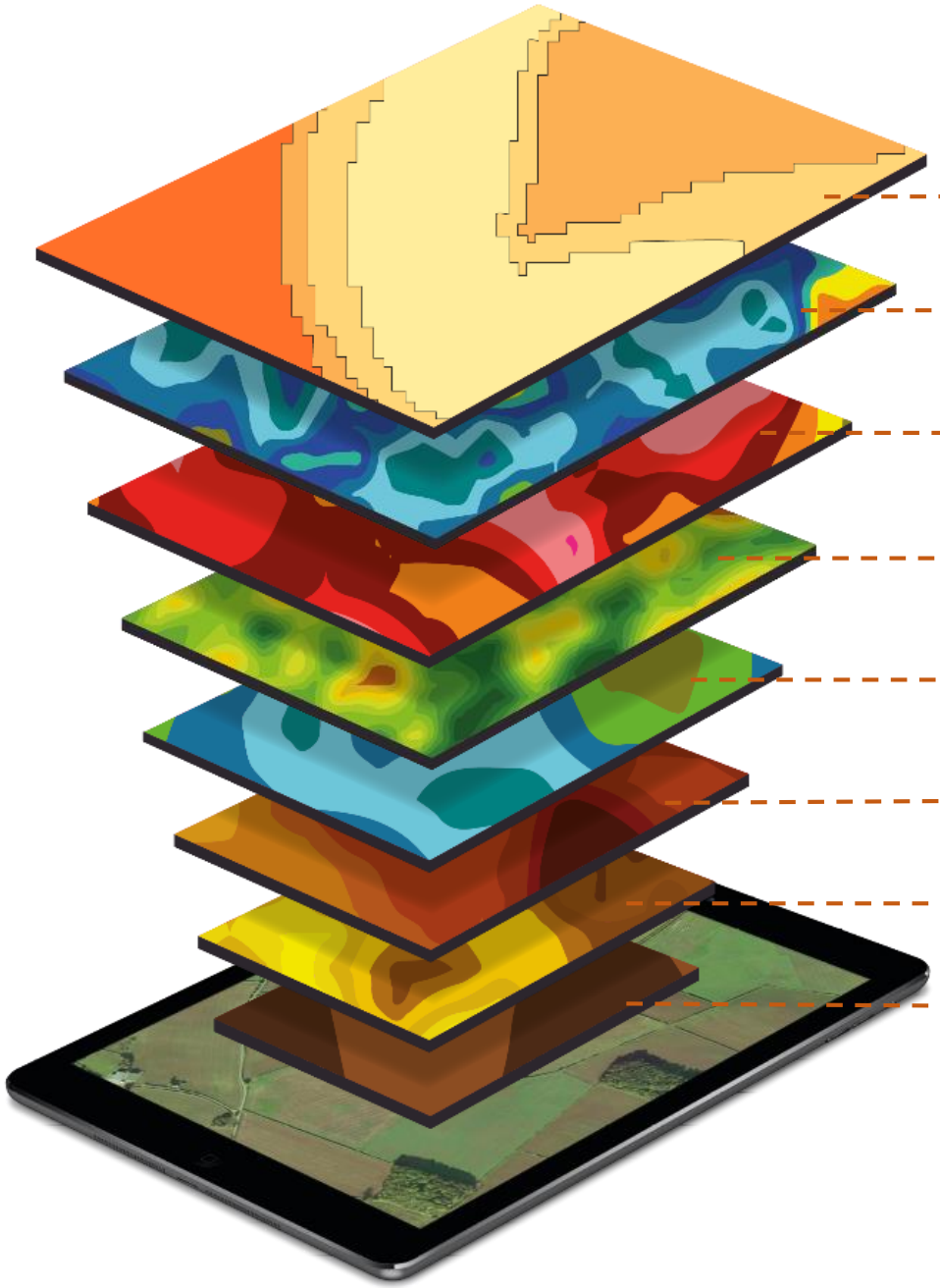


Variable Plan

Yield Maps

Green Area

Yield Potential

Soil Analysis

Weeds

Pests

Soil Texture

Seed

Fertiliser

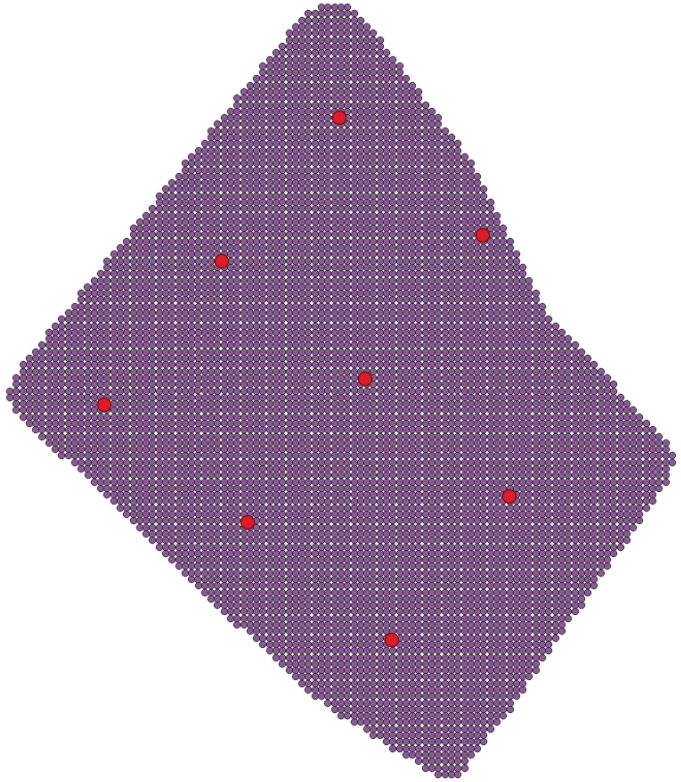
Crop protection

Yield Map Analysis

High Definition Soil Mapping

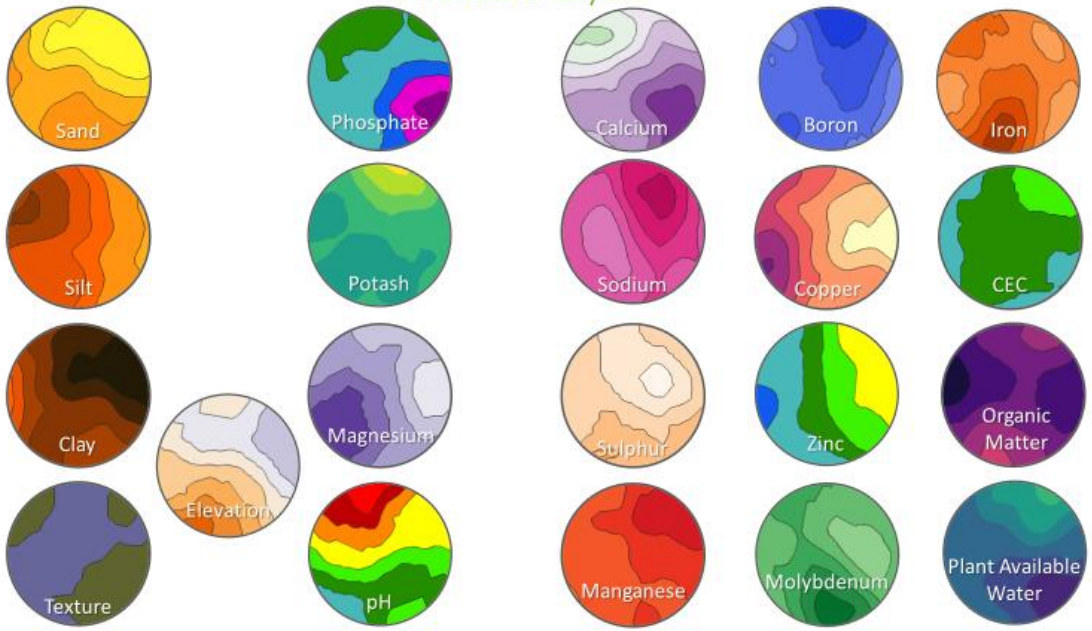
Gamma ray detection technology

Over 800 data points/ha



TerraMap

Available Layers



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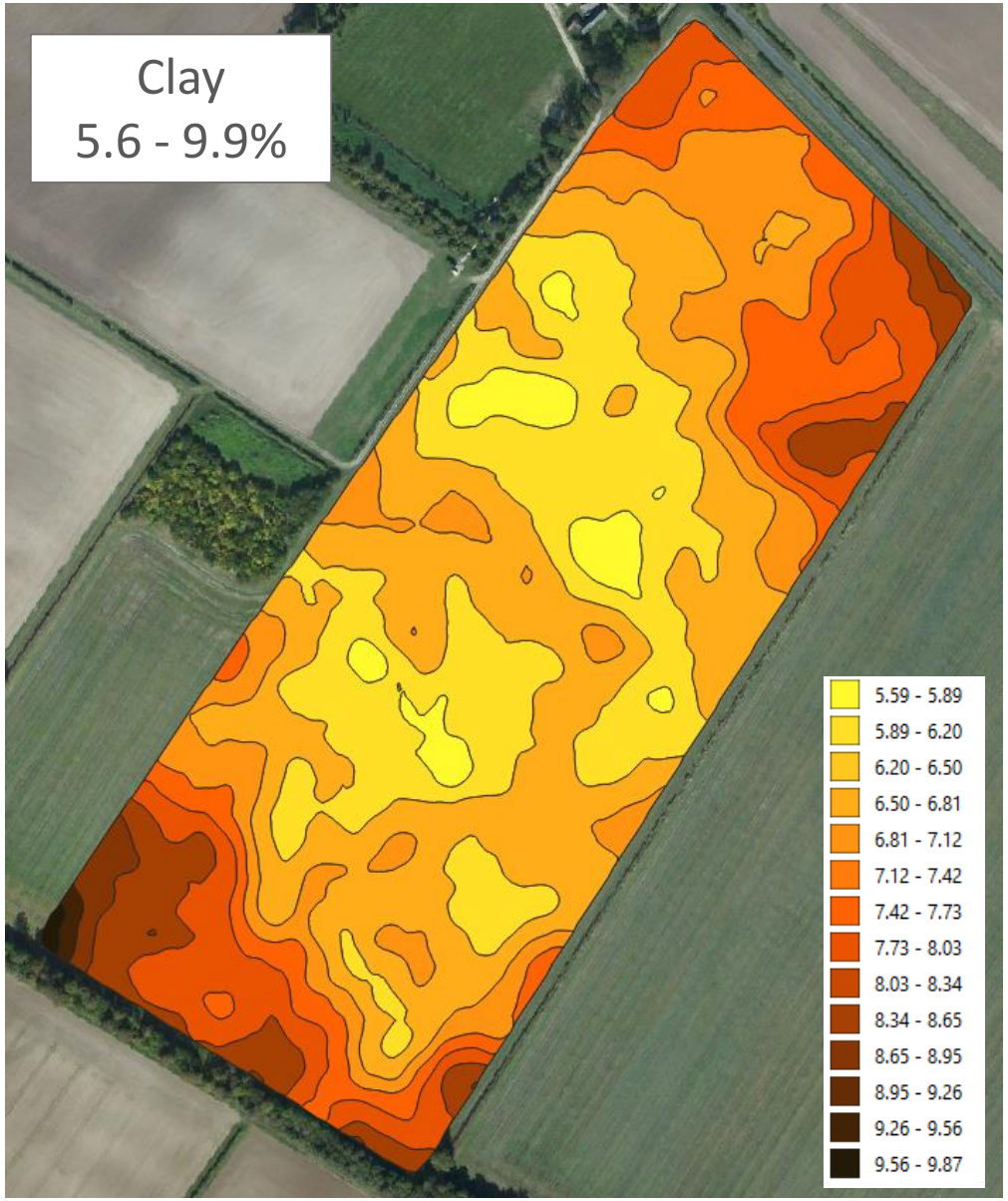

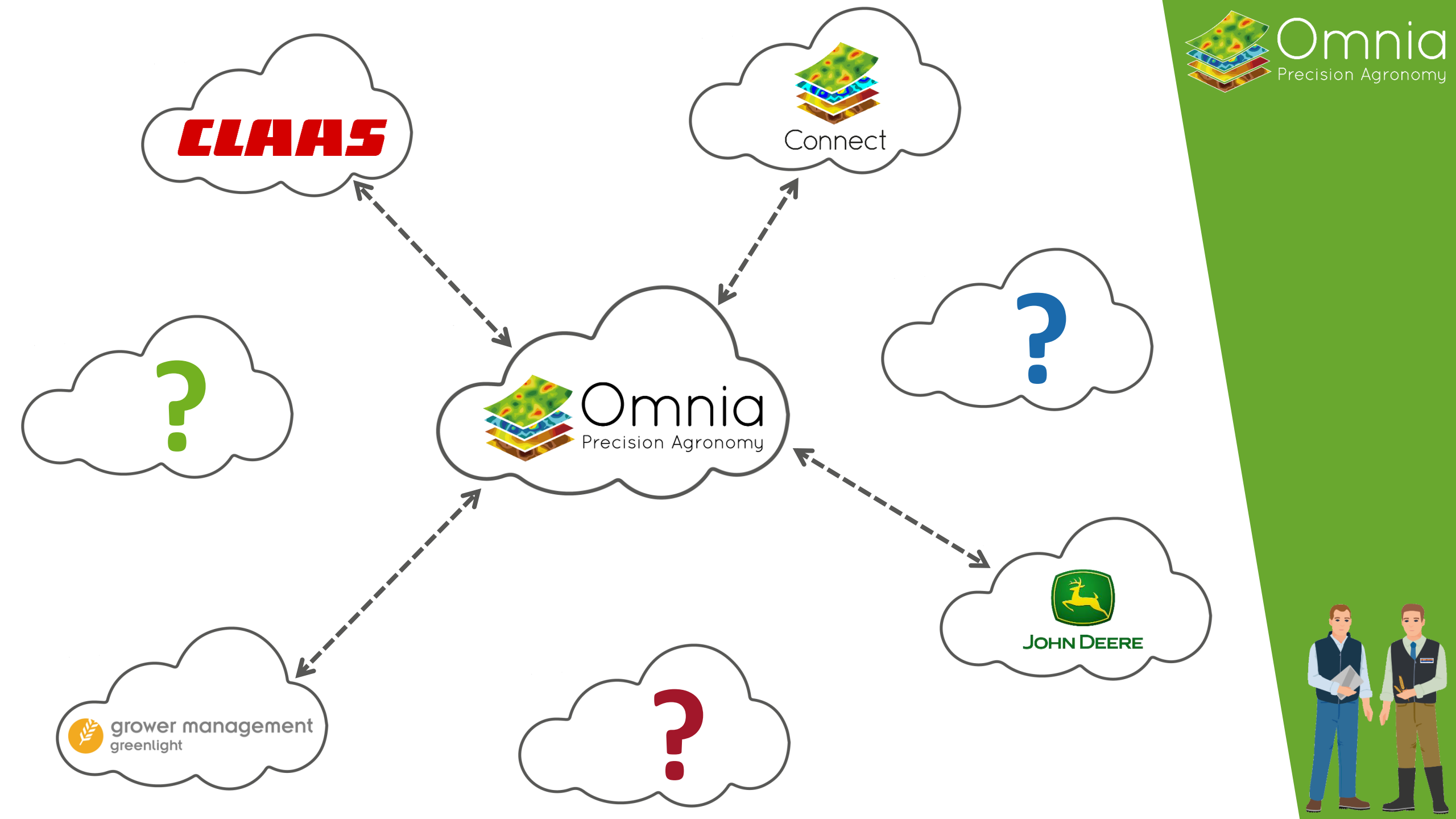
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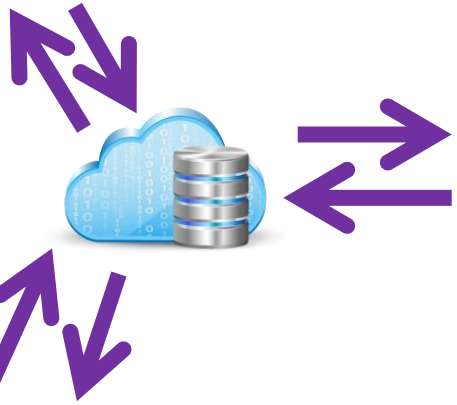

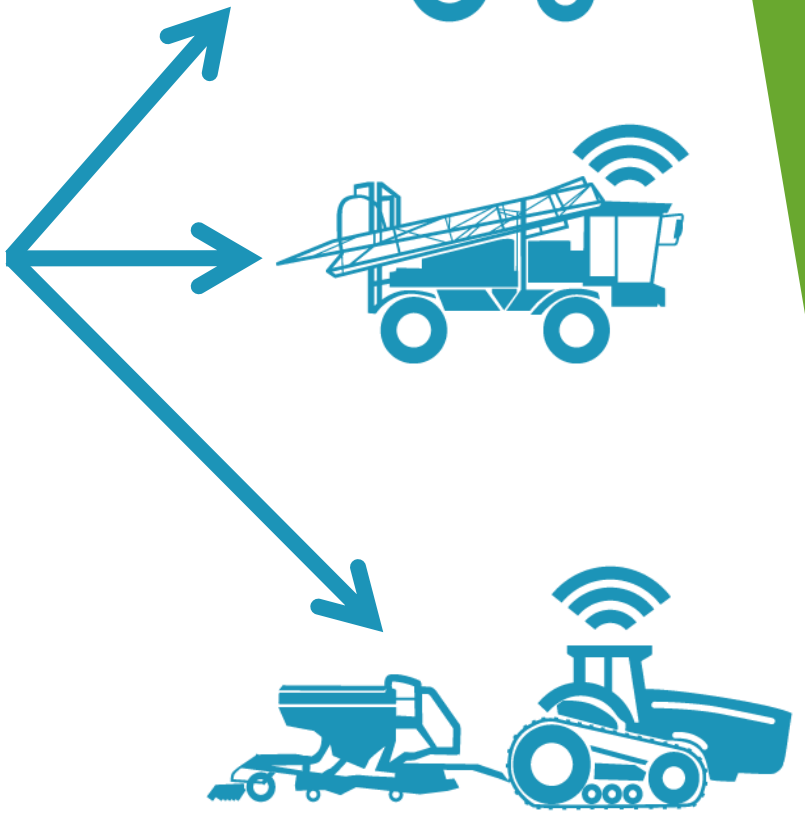

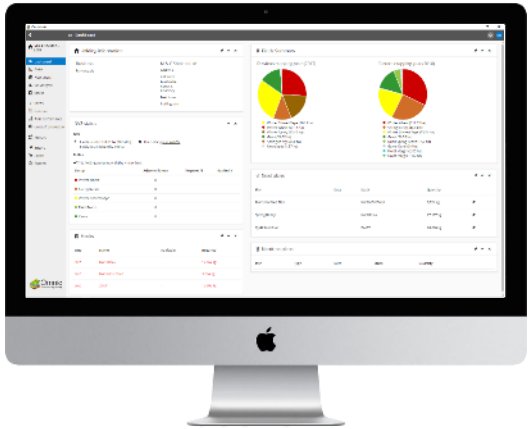

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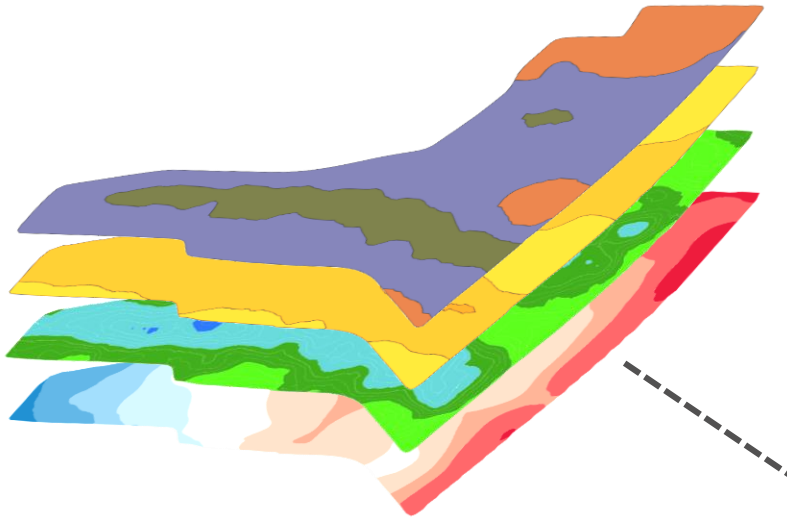

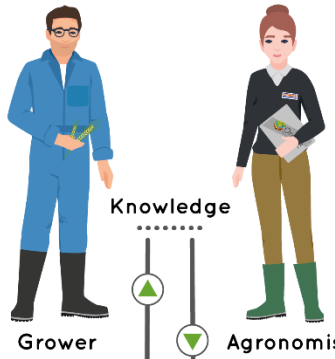
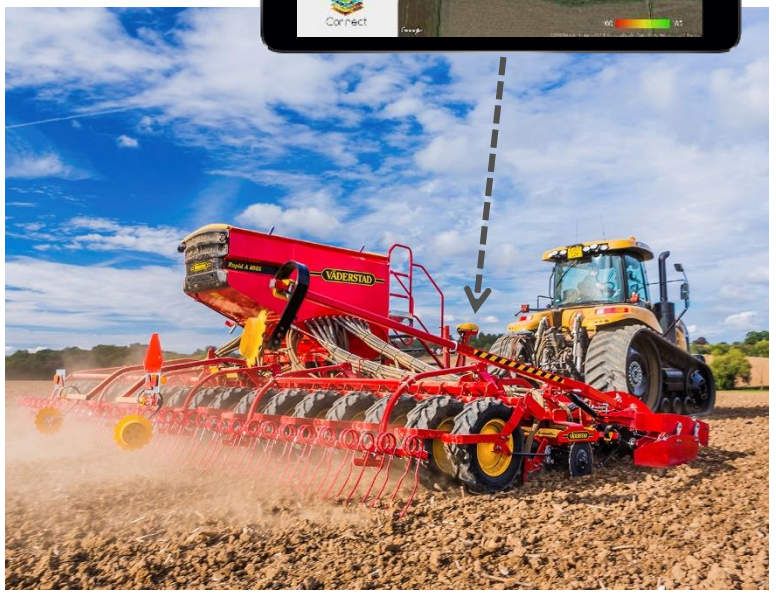
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