



New Corn Manager™ from Farmers Edge Answers the Corn Nitrogen Question for High-Yield Growers

Based on field-centric data, Corn Manager is the most comprehensive toolset today for daily, dynamic decision-support

Winnipeg, Manitoba and San Antonio, Texas – COMMODITY CLASSIC – March 3, 2017 – Farmers Edge™, a global leader in decision agriculture, today unveiled Corn Manager™, the latest addition to its new farm management platform FarmCommand™. An integrated, decision-support toolset that manages and maximizes high-yield corn production, Corn Manager equips Farmers Edge growers with new, advanced tools to track corn growth, plan nitrogen applications, and visualize overall crop health and variability. This toolset augments the decision agriculture solutions included in the new FarmCommand platform, also unveiled today at the annual Commodity Classic in San Antonio, Texas. To sign up for Corn Manager today, please visit: www.farmersedge.ca/smartfarmers.

“Efficient, fast, and exceedingly easy to use, Corn Manager represents a major breakthrough for the industry as it transitions from precision agriculture to decision agriculture,” said Dr. Solomon Folle, Senior Cropping System Modeller at Farmers Edge. “Tapping into real-time, field-centric data monitored at a finer spatial scale than ever before, this new toolset optimizes nitrogen application rates on a zone-by-zone basis. Built on a foundation of in-depth research and extensive trials, Corn Manager truly is the most comprehensive corn management system available today.”

Corn Manager: Three New Tools in One Accessible, Integrated Interface

Corn Manager includes three primary components that will allow growers to maximize profitability, productivity, and sustainability. Introducing: Nitrogen, Staging, and Imagery.

- **Nitrogen: The Industry’s Most Accurate Zone-by-Zone Nutrient Recommendations**
Nitrogen remains the most important, yet most difficult to manage, nutrient for high-yield corn production. Driven by more field-centric variables than any other model in the industry, the Nitrogen tool incorporates meteorological information from on-farm weather stations and precision, zone-based soil sampling test results to bring growers the most accurate, actionable nutrient recommendations in agriculture. The tool has been intensively calibrated, validated under diverse geographical conditions and tested under a wide variety of management scenarios, including a multi-year study at Iowa State University. Offering daily plus on-demand updates, it provides Farmers Edge growers with highly specific nitrogen data on a zone-by-zone basis, allowing them to adopt optimized nutrient stewardship practices that help reduce environmental impacts. More precise, easy to use and data-rich than any other nitrogen solution on the market, the Nitrogen tool will ensure that the global corn industry moves into a future defined by highly efficient and sustainable production.
- **Staging: Pinpointing Critical Growth Stages to Enable Optimized Applications**
To ensure optimal crop health and productivity, it is imperative that corn growers pinpoint when their fields are reaching critical growth stages. Driven by field-centric data, the Staging tool monitors and forecasts crop development to identify these key growth stages. With this information, growers can better manage the day-to-day logistical activities that determine their farms’ overall profitability, such as application timing, scouting, and equipment deployment.



- **Imagery: Advanced, High-Frequency Satellite Images for In-Season Crop Monitoring**
Aggregating remotely-sensed data from up to four different sources, the highest in the industry, the Imagery tool offers high-frequency, NDVI-derived crop imagery to Farmers Edge growers. This first-in-class imagery enables Crop Health Maps and the new Field Variability Maps (FVM). Crop Health Maps provide a consistent view of the fields through time, allowing growers to track the progress of the crops. Field Variability Maps illustrate the major locations of variability across a field, then identify subtle differences to pinpoint unique areas for investigation. Leveraging high-speed satellite imagery processing, growers get access to regular insights into the progress of their crops, allowing them to detect possible issues earlier and to take corrective actions to ensure they achieve their yield targets.

"In conjunction with the launch of our new and enhanced FarmCommand platform, the debut of Corn Manager marks a pivotal moment in agriculture. Now, high-yield growers have access to an integrated platform of decision-support solutions with a level of sophistication the industry has never seen," said Wade Barnes, President and CEO of Farmers Edge. "We're excited to introduce these new solutions to our expanding base of growers around the world and are proud to lead the industry into a new age of hyper-precise, decision-focused agriculture."

About Farmers Edge

Farmers Edge is a global leader in decision agriculture. Combining hardware, software, agronomy, and support, Farmers Edge provides growers with the right data to inform farm management decisions that maximize productivity and profitability. Originating in Canada, Farmers Edge is now active in five countries across the globe and has received international recognition, including the World Economic Forum's Technology Pioneer award and PricewaterhouseCoopers (PwC) Canada's Disruptor Innovator of the Year award, for its agricultural innovations and commitment to global sustainability. For more information, visit www.FarmersEdge.ca or www.FarmersEdgeUSA.com

Media contact:

MissionCTRL for Farmers Edge
farmersedge@missionc2.com