



Farmers Edge Unveils Next-Gen FarmCommand™, Shifting Industry from Precision to Decision Agriculture

The only independent, integrated farm management platform on the market, FarmCommand delivers what growers need most: swift, accurate, in-field decision support

Winnipeg, MANITOBA and San Antonio, TEXAS — COMMODITY CLASSIC – March 3, 2017 — Farmers Edge™, a global leader in decision agriculture, today launched the next generation of its award-winning farm management platform, FarmCommand™. Based on two years of feedback from its global network of growers, the new fully-integrated platform provides growers with easy access to crop, weather, equipment, soil, and other agronomic data all in one place. This announcement comes as Farmers Edge also introduces Corn Manager™ to growers at this year's Commodity Classic in San Antonio, Texas. Corn Manager – the first corn management system that combines effective nitrogen management, high-frequency satellite imagery, and accurate crop staging into one easy-to-use tool – will also be available as an optional feature within FarmCommand.

Smarter, Faster, Stronger: FarmCommand Advances Data-Driven Ag into New Era

While growers are quickly adapting to the new era of decision agriculture, existing technologies have largely forced them to use multiple systems to manage and utilize data, leaving them ill-equipped to capitalize on the promises of big data on the farm. Now, for the first time in the industry, growers will be able to access all data in one, easy-to-use platform that offers a wide array of information, features and services, including:

- Field-centric weather
- Passive equipment data collection
- Fleet management
- Farm record-keeping
- Labor management
- In-season crop nutrient management
- In-season crop health and field variability management
- Crop and equipment insights
- ROI analysis

"The most important thing for our operations is having access to technologies that are easy to use and don't require us to bring new equipment to the farm," said Matt Helmke, a Farmers Edge grower from Nebraska. "Farmers Edge offers us a complete farm management tool that we can integrate into our existing gear. More than that, they also offer us in-field advisors to further ensure we can make the best possible decisions on the farm."

From Health to Harvest to Profit, FarmCommand Manages It All

Designed to manage multiple data streams in a single system, FarmCommand includes a host of features in its powerful Map Manager, which seamlessly analyzes and displays data, regardless of the source. Within the system, growers have access to: Crop Health Maps that monitor and track the in-season health of crops; Harvest Maps that provide accurate yield data to identify opportunities and confidently evaluate decision results; Profit Maps that integrate application prescriptions, harvest data, commodity costs, product costs, and check strip data to evaluate ROI on a zone-by-zone basis; and many more value-added features. FarmCommand easily transforms the complexities of big data intelligence into in-field decisions.

"At Eastern Colorado Seeds, we're focused on bringing our growers technologies that ensure the most productive farming possible, while also promoting local, economic growth," said Clay Smith,



CEO of Eastern Colorado Seeds. "FarmCommand from Farmers Edge fits the needs of our customers and ensures that they can leverage critical crop health and variability data, field-centric weather, soil insights, and a wide swath of additional farm and field data to help drive decisions that maximize profitability without forcing them to adopt new, expensive farm equipment in the process."

9.2M Acres and Counting: Farmers Edge Continues as Leading Innovator in Agriculture

Since 2005, Farmers Edge has been at the forefront of bringing grower-centric technologies to producers throughout the largest and most vital agriculture markets. Serving 9.2 million paid product acres around the globe, including regions like the U.S. Midwest, Canada, Brazil, Russia, and Australia, Farmers Edge has cemented its position as one of the industry's top innovators, introducing a wide variety of data-driven technologies and solutions, including:

- **Variable Rate Technology:** In 2005, Farmers Edge was the first company to introduce a comprehensive Variable Rate Technology (VRT) program to Canadian growers.
- **Field-Centric Data:** Since its inception, Farmers Edge has focused on steering the agricultural technology space toward highly precise, accurate data pulled directly from the field.
- **Integrated Decision-Support:** In 2013, Farmers Edge introduced the industry to its vision for a seamlessly integrated, comprehensive precision agriculture platform that brings all of growers' tools into one system.
- **Precision Solutions™:** In 2014, Farmers Edge launched its flagship product, bringing an integrated platform of hardware, software, agronomy, and "boots on the ground" support to growers worldwide.

"At a time when growers are challenged by slumping commodity prices and a shortage of farm labor, we're more focused than ever on ensuring growers are well-equipped with tools that support decision-making on the farm," said Wade Barnes, President and CEO of Farmers Edge. "Like our previous solutions and technologies, the new FarmCommand is based on years of R&D and was designed to help producers thrive in this new age of decision-centric farming."

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

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