



## FOR IMMEDIATE RELEASE

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*Includes multi-media content links*

Media contact:

[communications@farmersedge.ca](mailto:communications@farmersedge.ca)

### ***Farmers Edge and Planet Partner to Change Global Agriculture Using Daily Satellite Imagery and Real-Time Big Data Insights***

*Landmark deal delivers Planet's global daily imagery directly to Farmers Edge users, enabling growers to improve crop yields, quickly react to crop stress and boost profitability*

**WINNIPEG, Manitoba and SAN FRANCISCO, California** - October 11, 2017 - Farmers Edge™, a global leader in decision agriculture, announced today a strategic partnership to bring Planet's best-in-class global monitoring data and platform capabilities to the Farmers Edge precision agriculture product suite. Planet is an integrated aerospace and data platform company that operates the world's largest fleet of earth imaging satellites, collecting the largest quantity of earth imagery. Farmers Edge is now a sole distributor for Planet in key agricultural regions, with the right to use and distribute high-resolution, high-frequency imagery from Planet's three flagship satellite constellations.

Through this multimillion-dollar, multi-year global distribution agreement, Farmers Edge and Planet are significantly expanding their existing partnership. The companies will deliver the vanguard of remote sensing driven and analytics-based agronomy services to growers worldwide. Farmers Edge customers will be among the first to take advantage of field-centric, consistent, and accurate insights from satellite imagery. While traditional imagery products provide only a partial, delayed, or inconsistent view of fields, this partnership equips Farmers Edge growers with comprehensive, high-quality field imagery more frequently updated than any other company in the industry.

"Until now, the challenge with satellite imagery was the data was simply not frequent enough to react to crop stress in a timely manner," said Wade Barnes, President and CEO of Farmers Edge. "At Farmers Edge, providing our customers with the most concise, comprehensive, and consistent data is at the core of what we do. We understand the need for more image frequency, that's why we are partnering with Planet. Daily imagery is a game-changer in the digital ag space."

The combination of Planet's unprecedented data set and Farmers Edge state-of-the-art image processing technology allows for early crop monitoring and gives growers the best opportunity to correct factors that could limit crop performance and compromise yield potential. Growers will now have a wealth of field-centric data updated throughout the growing season, including early monitoring of crop stand, detection of pest and weed pressure, drainage issues, hail damage, herbicide injuries, nutrient deficiencies, yield prediction and more.

"Farmers Edge is consistently at the cutting edge of innovation in agricultural technology, and we're proud to expand

our partnership with them as we work to improve profitability, sustainability, and efficiency for the world's producers," said Will Marshall, CEO of Planet. "The challenges faced by the agriculture industry are complex in nature and global in scale, and we believe our data is uniquely positioned to solve agricultural challenges."

"Retailers, co-ops, equipment dealers, agronomists, and all other important advisors to the farmer can now partner with Farmers Edge and leverage this industry changing capability within their business," said Ron Osborne, Chief Strategy Officer of Farmers Edge. "We're pleased to be able to help so many in our industry manage risks, in near real-time. This is great for our customers, our partners, and agriculture."

In 2016, Planet awarded Farmers Edge its Agriculture Award, recognizing the company's pioneering work with ag-based analytics, Variable Rate Technology and field-centric data management.

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**Audio links:**

[Interview with Wade Barnes](#), Farmers Edge president and CEO - 5:46

[Comments from Andrew Pylypchuk](#), Planet account executive for agriculture - 2:45

[Interview with Randy Uhlmacher](#), Nebraska farmer and Farmers Edge user - 4:51

Hi Res Images:

[Daily imagery](#)

[Farmers Edge logo](#)

[Planet logo](#)

**About Planet**

Planet is an integrated aerospace and data analytics company that operates the largest fleet of Earth-imaging satellites, collecting a massive amount of information about our changing planet. Planet designs, builds, and operates over 180 satellites, and develops the online software and tools that serves data to users. Decision makers in business, government, and within organizations use Planet's data and machine learning-powered analytics to develop new technologies, deliver business outcomes, power research, and solve the world's toughest challenges. To learn more visit <http://www.planet.com>.

**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](http://www.farmersedge.ca) or [www.farmersedgeUSA.com](http://www.farmersedgeUSA.com)