



RapidEye: A new supplier of satellite imagery for agriculture and land applications

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Portolis



Three 'Hosts'

- FieldFact: GNSS in Agriculture: alignment, integration and convergence of satellite technologies;
- RSSS: Convert satellite based biomass estimates in to spraying instructions;
- PACAP: uptake of precision agriculture systems for new and better policies.



Precision Agriculture

- Agriculture has many challenges:
 - Become landscape-, environment- and animal-friendly
 - Contribution to climate change mitigation
 - Quality above production efficiency (consumers' perception)
- Precision Agriculture is a key transition instrument:
 - Reduce inputs, manage heterogeneity, increase effectiveness
 - Improves system thinking
 - Creates benefits at micro- and macro level
- Previously unconnected stakeholders must collaborate!

What is precision agriculture?

Technology

- Machine guidance - implement guidance;
- Time- and location specific activities / VRA;
- Integration of data, systems, knowledge.

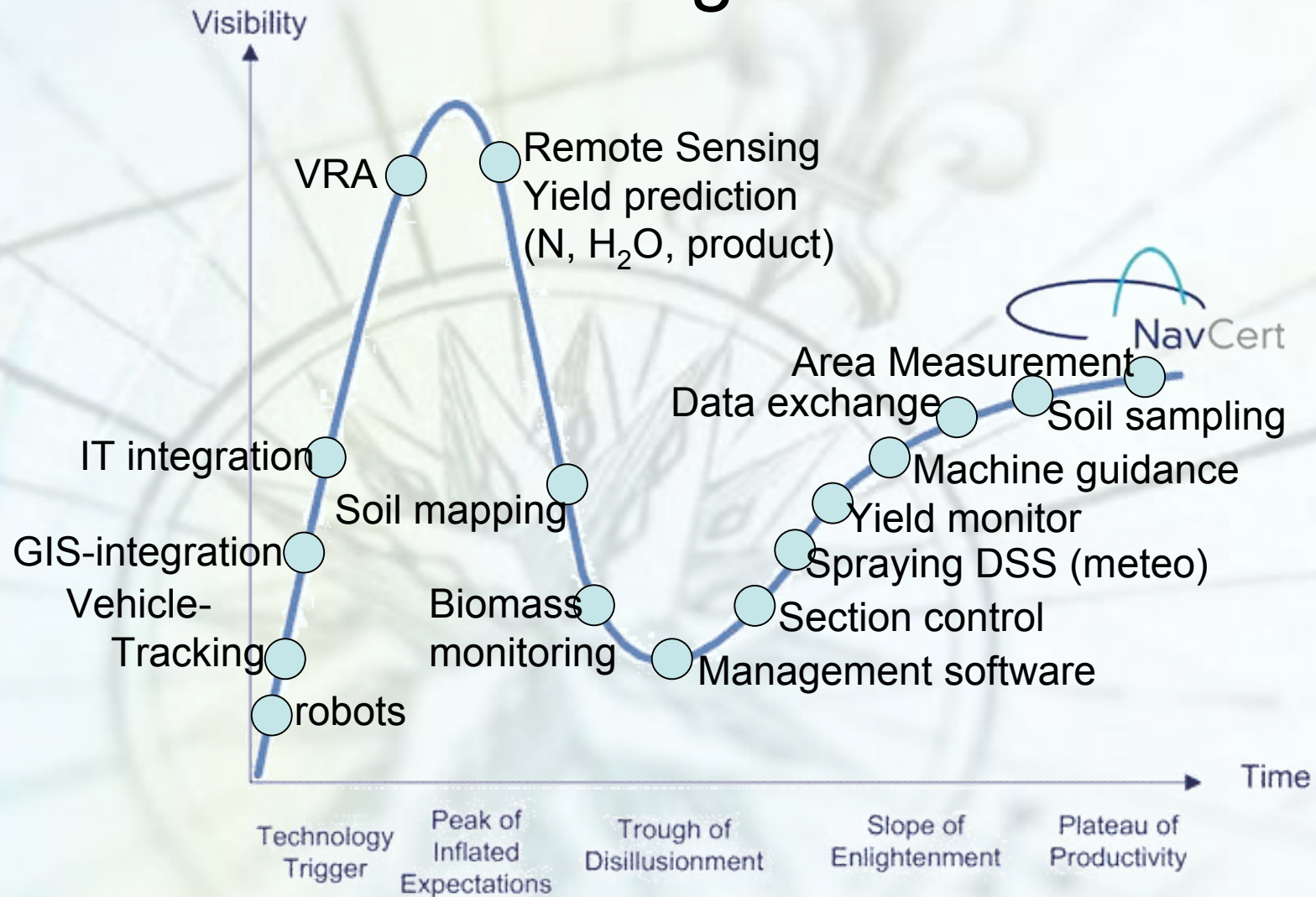
Management style

- Total Quality Management: Plan-Do-Check-Act;
- Make smarter decisions;
- Systems thinking.

Transition instrument

- Stimulate co-innovation involving (all) stakeholders;
- Strengthen competitiveness + export opportunity for solution providers;
- “Greening” agriculture!

Precision Agriculture 'monitor'



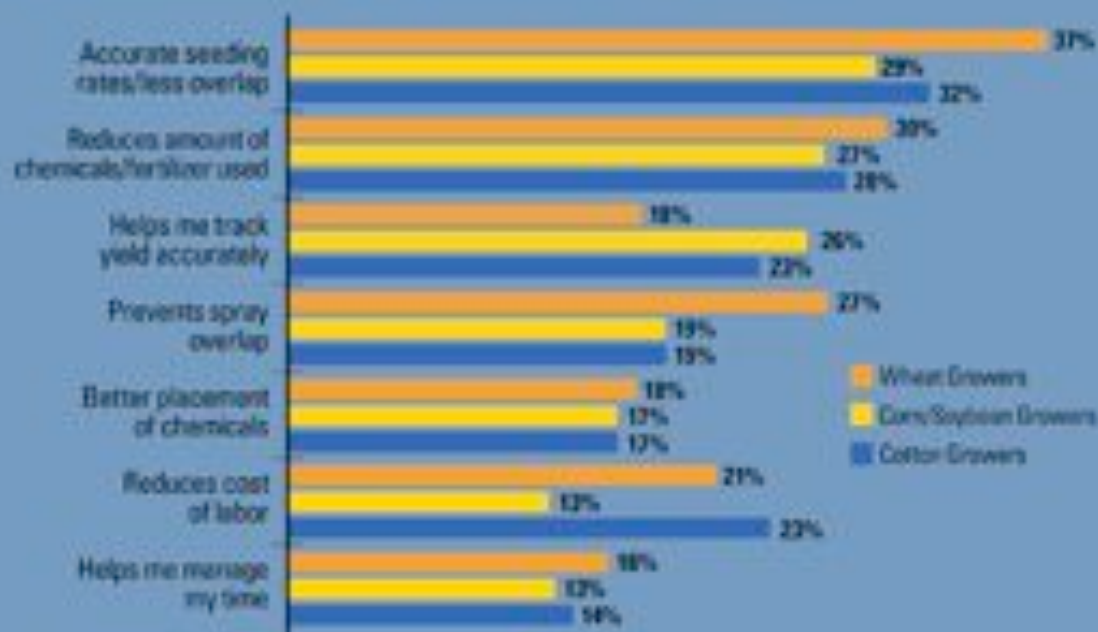
80% says PA increased profitability



Primary benefits

Figure 2

Primary Benefits to Adopters of Precision Ag Technology – Unaided



Based on 168 Corn/Soybean, 101 Wheat, and 66 Cotton Growers

Published on: www.precisionag.com

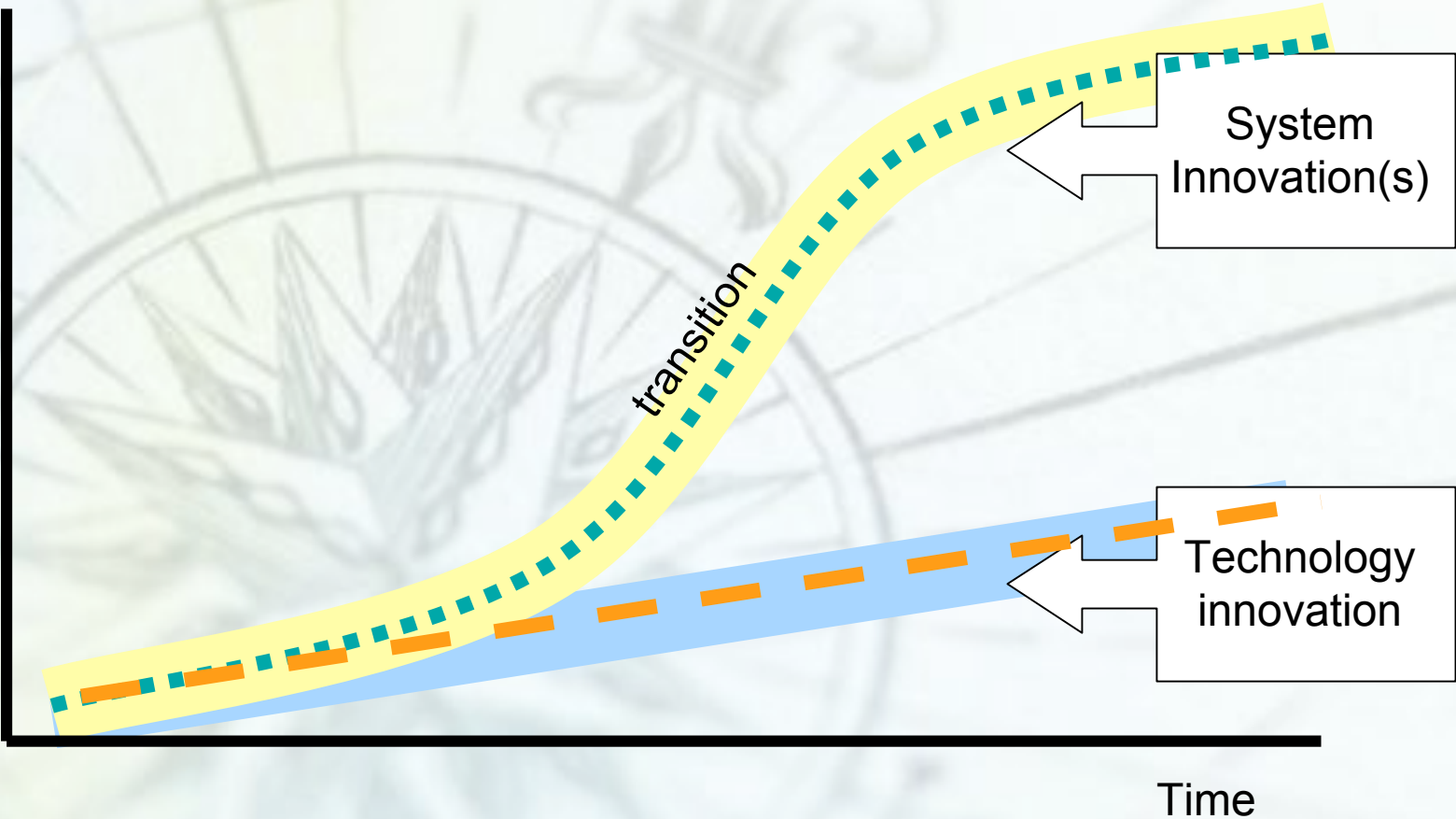
Precision agriculture revival

- Affordable systems
- Affordable accuracy
- Better set of basic functions
(to be used without changing management practices):
 - Parallel tracking, autoguidance, overlap prevention
 - Documentation systems (Harvesters)
- Maturing set of innovative functions
(causing change in management practice):
 - Swath optimisation
 - Variable ploughing / sowing / seeding
 - Variable rate application of water / fertilizer / crop protection



Contribution of PA to sustainability

Sustainability
indicator



WORKSHOP

- get acquainted with RapidEye:
 - Products / services;
 - Quality;
- Discover added value (or not) for own business:
 - Previously impossible;
 - More efficient;
 - More reliable.
- Pronounce user requirements:
 - What do I expect from a RapidEye image?
 - What do I expect from an Value Adding company?

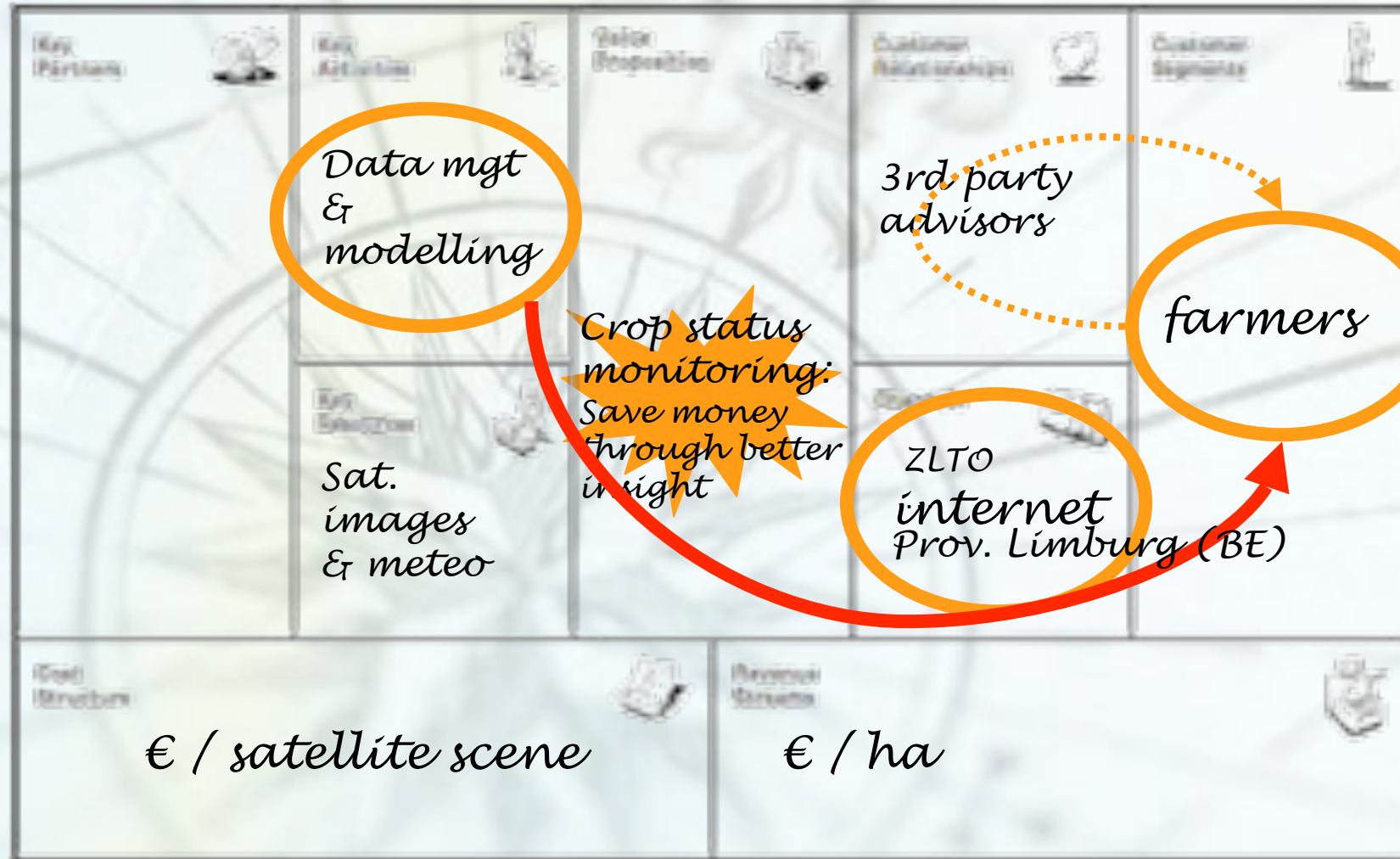
Business Model Canvas

The Business Model Canvas



MijnAkker

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Cropview

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