Geospatial data analytics for Agriculture
Agribusiness Management
Challenges for agricultural production

+ Fast-growing global demand
+ Supply chain resilience
+ Food security
+ Sustainability
+ Unpredictable weather
+ Climate change
+ Water supply
+ Soil condition
+ Fertilizer & Pesticide control
+ Pressure on pricing
How can we help?

Aggregate Source Data
(Raw EO, Climate data, 3rd Parties)

1st Analysis
(Optical Indices, Radar Interferometry, Backscatter, data mining)

2nd Analysis
(Derived landscape feature insights, unique analysis)

Data Product
(Scalable, automated, replicable intelligence)
Agriculture data products
Crop Classification
Crop Productivity
Crop Health

+ Early detection of crop stress
Farming and supply chain optimisation

- A combined view of farming practice and production
- Historical and current farming trends
Sustainability

+ Agricultural planning based on full understanding of climate factors and predictions

+ All agri data products combined enable climate-smart approach
Agronomists, farmers, food processors can...

+ Improve crop yield and reduce production costs
+ Measure and monitor crops for evidence of yield improvement and cost reduction
+ Plan crops for better use of resources on a season by season basis
+ Forecast yield for optimizing logistics and storage for food processors
+ Assure responsible sourcing approach, e.g. zero deforestation
+ Improve supply chain resilience
+ Meet regulatory compliance
+ Assess environmental and carbon impact
+ Analyse historic land use
Why use our data products?

- Prediction
- Land Knowledge
- Accessibility
- Yield Optimisation
- Convenience
- Scalability
- Updates
Agricultural Projects

- Crop Mapping, soil erosion & diffuse pollution:
  - UK Water Utilities

- Sugar Beet: UK trials
  - 2014 with British Sugar, supported by the University of Nottingham
  - 2015 & 2016 trials, including 2016 trials with Bury Beet Group

- Grasslands (pasture):
  - Innovate UK PASQUAL project with University of Reading

- Wheat & Sugar Cane: Mexico
  - UKSA IPP project
Return on Investment

+ Subscription-based model – access to pre-defined data insights easily applicable to your area of interest
+ Benefit from the extensive geospatial analytics work done by Rezatec
+ Supported by leading geospatial analysts and EO experts
+ Use predictive risk indicators to reduce costs with preventative action on the ground
+ Inform strategic direction with truly valuable, accurate and reliable landscape information
About Rezatec

+ Established in 2012
+ Pioneering British business
+ Big Data Geoanalytics company
+ DaaS landscape intelligence
+ Award winning innovator
Thank You

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