

Trimble Adds Crop Health Imagery to Agriculture Software



Trimble has announced that it has added Crop Health Imagery and Work Orders features to its Trimble Ag Software. The software is a desktop, cloud-based and mobile-enabled agricultural solution that simplifies farm data management to drive productivity, profitability and sustainability for farmers, crop advisors, ag retailers and food processors.

As today's farms continue to grow in size and complexity, Trimble has added two new features - Crop Health Imagery and Work Orders - which are available at no additional cost. The features leverage the Trimble Ag Mobile app for in-field crop scouting and the deployment of field work - all with a smartphone.

Crop Health Imagery, powered by PurePixel technology, provides reliable, cloud-free, calibrated satellite images to farmers and their trusted advisors. PurePixel leverages a proprietary algorithm to analyse multiple sensor inputs to produce calibrated vegetative index maps throughout the growing season. This unique calibration allows farmers to compare crop health at each growing stage for more targeted crop scouting. This enables smart in-season application decisions, helping farmers maximise yields and improve productivity.

Work Orders takes the guesswork out of assigning and tracking field work for farm managers. This easy-to-use mobile feature assists in managing logistics, assigning tasks, tracking progress, and making quick adjustments to maximize efficiency and farm productivity. In addition, farm workers can use their smartphone to receive daily tasks, resulting in better usage of time and potentially reducing application mistakes.

"Farmers are looking to adopt technologies that impact their bottom line, so we've rolled out two new features that bring value to any size of operation," said Darren Howie, general manager of Trimble's Agriculture Business Solutions. "Whether it's using Crop Health Imagery to assist with scouting, or leveraging Work Orders to plan out daily activities, Trimble Ag Software helps our customers make better management decisions, saving both time and money."

For more information or to order Trimble Ag Software, visit: <https://agriculture.trimble.com/software>