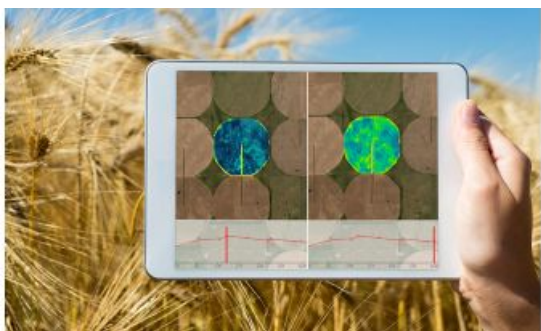# Airbus Adds Verde to Precision Farming Portfolio for Crop Analytics

Airbus has launched a new service called Verde that delivers detailed crop analytics from satellite imagery, perfectly clipped to the field and accurately de-clouded. Served as a plug and play API to any precision agriculture portal, Verde provides reliable and quantified measures of the vegetation, consistent over time and space, whatever the satellite used.

The new service primarily addresses in-season monitoring, to help anomalies detection, optimize field scouting, irrigation, seeding, fertilization, and crop protection. It is also of interest for off-season analysis, thanks to multi-year series of analytics, in order to review the farming strategy, define management zones based on persistent growth patterns and improve practices over the long run. Verde targets the entire chain of precision farming consulting providers, from the smallest start-ups to the largest machinists, seeds and fertilizers companies.

"With Verde, we underline our ambition to become the reference layer for precision agriculture portals. Both leveraging our wide imagery harvesting and our unrivalled crop analysis capacities, we are offering a totally different way to derive agronomic information from satellite imagery", says François Lombard, head of intelligence business at Airbus Defence and Space.

Verde has already been adopted by DataFarming, an Australian agtech company based in the regional city of Toowoomba, Queensland, delivering precision agriculture solutions for farmers and agronomists around the world.

"We are looking at expanding our product offering to our 7,500 farm user base who want more detail about their crop, beyond just NDVI. Having higher resolution on some of the data is also a key value proposition. This is where Verde fits quite nicely. We have already processed 4,000,000 hectares of NDVI to date and want to leverage our user base to offer this value-added service. Crops such as cotton, rice, and sugarcane will certainly benefit" says Tim Neale, managing director of DataFarming.

Verde is a solution powered by OneAtlas, the digital platform of Airbus Defence and Space Intelligence. OneAtlas is a collaborative environment, designed with and for users to access premium imagery, perform large-scale image processing, extract industry-specific insights and develop the smartest geospatial solutions.

https://www.gim-international.com/content/news/airbus-adds-verde-to-precision-farming-portfolio-for-crop-analytics-2