Simplifying Precision Agriculture using the ArcGIS Platform

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Agriculture is about minimizing the risks.

Focusing on what can be controlled management practices:
- what to plant
- when to plant
- where to plant
- and so on…
Challenges

• Our challenge is to elevate data from observations such as Imagery and Field observations and turn them into actionable tasks and knowledge.

• It is commonly thought that through the use of technology and improved management practices we can address the big challenges that we’re currently facing.
ArcGIS is a platform for

DATA STEWARDSHIP
DATA SCIENCE
DATA SHARING
DECISION MAKING