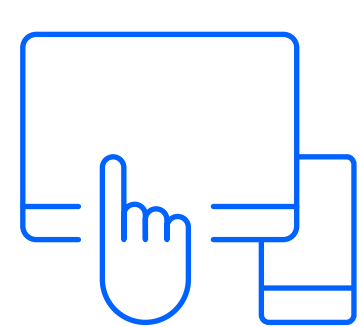IBM

Watson Decision Platform for Agriculture

While various digital solutions have been proposed to **help farmers make better growing decisions**, these approaches have relied too much on...
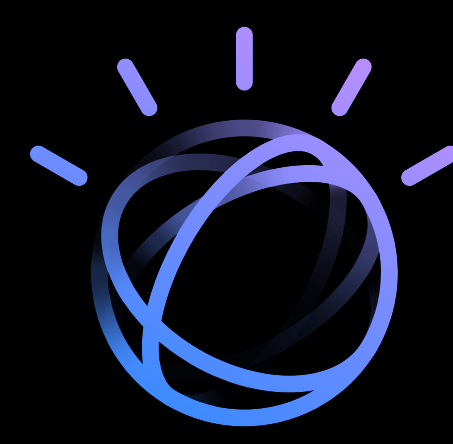
manual data entry...

and remote internet accessibility...

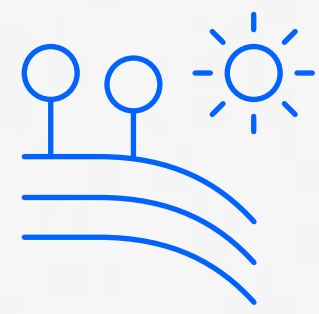...causing tremendous amounts of agriculture data to be generated, **but not always used.**

Watson Decision Platform for Agriculture combines advanced technology with agricultural data, industry expertise and decades of research designed to help growers **increase profitability, sustainability and quality.**
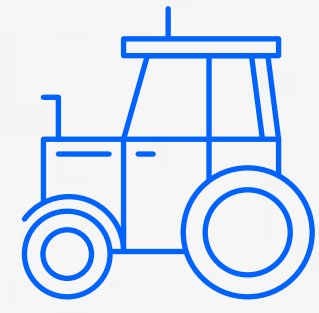
The solution creates an electronic field record that collects various types of relevant agricultural data into a single source of the truth for each farm.
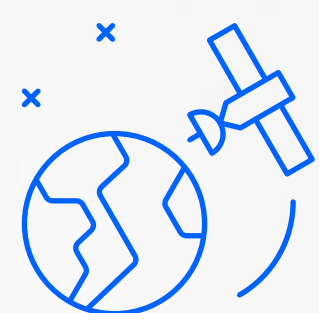
- **Accurate weather data**
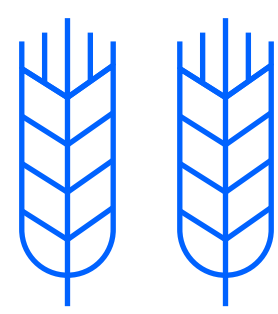- **Soil data**
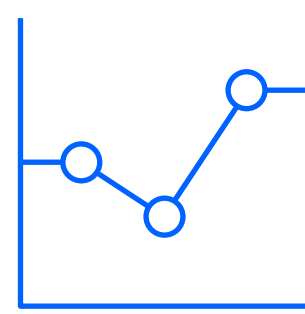- **Equipment data**
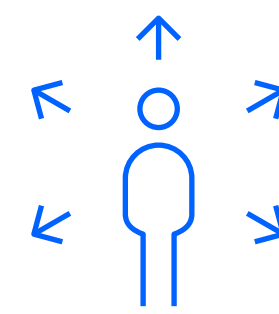- **Farm practice and workflow data**
- **High-definition visual imagery**

The platform applies AI, machine learning and analytics to the electronic field record, extracting valuable insight that can help growers drive value across the agriculture ecosystem with potential benefits such as:

Improved
crop protection

Increased
yield optimization

More informed
in-season trading

To discuss how the Watson Decision Platform for Agriculture can help you make faster, more informed decisions contact us today.

The Weather Company
An IBM Business