



# 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...

NATURAL  
RESOURCES

COMMODITY  
PRICES AND  
LABOR COSTS

PESTS

POLITICS

Major factors  
that can be  
controlled  
or not



# 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



<http://arcg.is/1ruKiW>



esri

THE  
SCIENCE  
OF  
WHERE