

# Airbus Defence and Space Enters the Field of Precision Farming



Airbus Defence and Space and Simplot, an agribusiness firm headquartered in Boise, Idaho, USA, are launching a project to deliver Pléiades' very-high-resolution satellite imagery to Simplot customers. In the United States, Simplot will monitor fields distributed over several states during the growing season. The imagery will be acquired at key crop growth stages and will be assessed for in-season adjustments.

Satellite imagery provided during the growing season will allow Simplot to collect reliable data on crop conditions, and pinpoint variations that could be related to specific pest, nutrition or water issues. Thanks to Pléiades' acquisition capacity, Simplot will be able to cover its entire geographic footprint to create a precise and detailed database. This advanced mapping will enable Simplot to provide growers with crop change detection

analysis, and estimate the possible impacts this may have on yield.

As a result, it will be possible for Simplot to diagnose crop issues, through field comparisons, allowing Simplot to guide crop production management and optimisation decisions in real time. Factors such as seed density, fertiliser, water and other inputs will be adjusted on a sub-field level with pinpoint accuracy. The Pléiades images collected at key crop stages will fully support more sustainable farming practices while saving time and cutting costs, stated Allan Feters, director of technology for simplotg grower solutions.

Airbus Defence and Space relies upon twin satellites, Pléiades 1A and 1B, that operate as a constellation in the same orbit, phased 180 degrees apart and deliver very-high-resolution optical data products in record time, offering a daily revisit capability to any point on the globe.

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