Precision agriculture with weather insights and adaptive learning

Precision Agriculture, a global initiative, is changing agriculture and food production in every region of the world. And methods such as adaptive learning technology are revolutionizing the insights gathered and available for the ultimate decision-making experience. The ability to manage, monitor, and learn the weather with precision is one way to ensure that you achieve success while planting, growing, and harvesting each season.

Ag producers and farmers have very little actionable weather information available, yet weather is one of the biggest impacts to production. Without accurate weather insights, managing operations and optimizing yields can be challenging.

You need tools to mitigate evolving weather patterns from climate change and to monitor the soil to improve sustainability. However, most weather observations and forecasts are focused on population-dense cities, not on the rural areas or field locations where crops are produced. With crop yields and your livelihood on the line, you need consistent, accurate, and relevant weather information now more than ever before.

No matter the crop, the use of DTN precise, quantitative, digital insights in decision making is replacing the old qualitative rule-of-thumb practices. What's more, through adaptive learning technology, the DTN weather forecast now "learns" how to forecast for your farm field based on continuous feedback from the DTN Ag Weather Station.

> The DTN Ag Weather Station is part of the industry's largest, most accurate weather network with more than 28,500 total weather observations.

Costs of chemical applications can run $30 USD/acre or $67.50 USD/hectare.

With DTN actionable insights, you can vastly improve your operating decisions:

- Decide on the best times to perform field work, such as applying fertilizers and fungicides
- Get Crop Weather Summaries for your region
- Add a weather station and receive adaptive learning insights right from your own field
- Mitigate evolving weather patterns from climate change
- Customize alerts to minimize risks and reduce operating costs
- Plan when to feed and care for livestock to optimize animal health

Accurate. Affordable. Adaptive.

DTN leads the way with DTN Ag Weather Stations combined with WeatherSentry® Agriculture Edition — a state-of-the-art weather-decision platform that offers regional insights and hyper-local sensors. Most government sources update weather information only every one to six hours. The DTN Ag Weather Station records weather and soil information every 15 minutes

with field measurements continuously transmitted. We deliver unmatched weather intelligence, forecasts and actionable insights. In turn, helping you meet the growing demand for your crops while protecting your business and peace of mind.

One accurate weather forecast will pay for itself in one day.

With DTN Global Agriculture solution, you can:

- Monitor precise and continuous weather observations for your farm or field
- Receive Crop Weather Summaries that show daily, weekly, and seasonal weather impacts for specific crops, in most areas of the world
- Know what is happening above and below your plants with soil and solar conditions
- Receive 20-30 percent more accurate weather forecasts trained by weather station observations
- Get critical alerts for current and forecast weather conditions based on custom thresholds
- Deploy decision-support tools for spraying and field work
- Get 72-hour and 15-day weather forecasts tuned specifically to your field
- Understand pest and disease models for specific crops

According to ForecastWatch.com, DTN has had the most accurate temperature and precipitation forecasts of any weather service in the U.S. for over 10 consecutive years.

www.dtn.com/AgWeather • 877.845.6598