

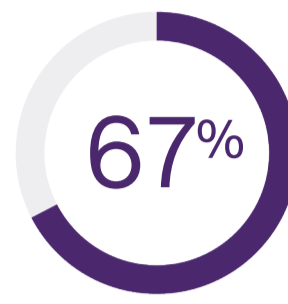
Harnessing the power of digital crop scouting



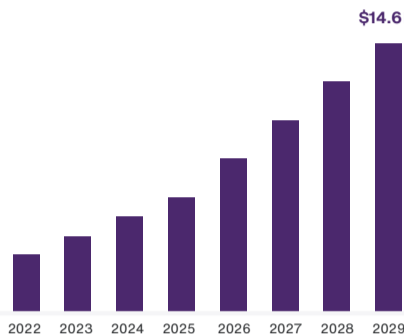
Over 50% of farmers value advice from agronomists and peer farmers¹



Nearly 80% of the decisions regarding crop disease and pest management involve the participation of advisors²



67% of responding farmers selected “easy access to a local adviser with experience and expertise in the solution” as the primary factor in adopting new technology³



The global crop scouting precision farming market is expected to grow from USD 8.4 billion in 2021 to USD 14.6 billion by 2029⁴



38% of farmers use one or more farm management software systems to store and manage their operation’s data — 28% do so on paper³



Crop consultant is ranked #1 on the list farmers are comfortable sharing data with¹

Common crop scouting challenges

- Time and labor intensive
- Expertise and training
- Subjectivity and variability
- Accessibility and terrain
- Data management and analysis

Opportunities with effective crop scouting

- Improved yield**
Without proper monitoring and timely detection of pests, diseases, nutrient deficiencies, or other crop issues, farmers may fail to implement necessary interventions, resulting in reduced crop yield and quality.
- Pest and disease mitigation**
Inadequate crop scouting may lead to late or missed detection of pests and diseases, allowing them to spread and cause significant damage to crops, increased crop losses, and economic impact.
- More accurate inputs at the right time and in the right amounts**
Without accurate and up-to-date information on crop conditions, farmers may misallocate resources such as fertilizers, irrigation, or pesticides.
- Reduced weed infestations and competition**
Poor crop scouting may result in the underestimation or late detection of weed infestations, leading to increased weed competition, reducing crop yield, and quality. Ineffective weed management strategies can also contribute to weed resistance issues.
- Better growth stage management**
Crop scouting aids monitoring and managing the growth stages of crops. Inadequate scouting may lead to missed opportunities for timely actions such as fertilization, irrigation, or application of growth regulators, impacting crop development and overall productivity.
- Optimized production costs**
Inefficient crop scouting, delayed detection of issues, and poor decision-making can result in higher production costs, requiring more extensive and costly measures for mitigation and lower return on investment.
- Lessen environmental impact**
Poor crop scouting practices can have negative environmental implications. Excessive or inappropriate use of pesticides, fertilizers, or water resources due to inadequate scouting can contribute to environmental pollution, soil degradation, and water contamination.

Streamline your scouting process with TELUS Agronomy

With TELUS Agronomy’s mobile scouting feature, you can quickly identify, record, and share key findings with your growers, all with the touch of a button. Our mobile app is designed for all crops, all markets, and for any size organization.

- Use directed scouting with layers (Application, Planting and Harvest Data)
- Scout multiple fields at once in one single view and offline with no internet connection
- Enter observations about crop, insects, weeds, diseases and general notes
- Create and share scouting reports, with real-time syncing as well as many more features designed to create efficiencies and reliable outcomes

Visit telus.com/agronomy to learn more.

¹ McKinsey Digital Grower Survey 2020, Statistic Farm Journal, Dec 2016, Ag Data Coalition 2020
² <https://www.agrisync.com/blog/farmer-advisor-relationship-numbers>
³ <https://www.databridgemarketresearch.com/reports/global-crop-scouting-precision-farming-market>
⁴ <https://www.trustring.com/wp-content/uploads/2021/05/Farmer-Perspectives-on-Data-2021.pdf>

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