

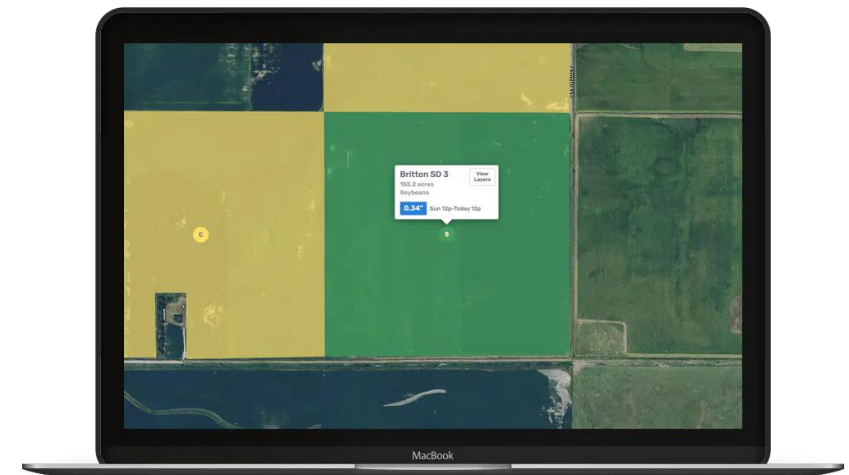
"Farmlogs LITE", a farm management software with satellite data

Organization Farmlogs

Launched time
2011

Overview

- "Farmlogs LITE" provide advises to farmers on the appropriate amount of crops to be planted and the right amount of fertilizer to be used according to soil conditions by analyzing soil/crop conditions collected from satellite images and comparing it with accumulated data.
- Initially, only data from the National Weather Service and the U.S. Department Of Agriculture was used, but now more accurate data analysis is possible by combining it with satellite images.



"Farmlogs LITE", a farm management software with satellite data

Barriers on developing the innovation

- Except for fundraising, getting more accurate data of fields to develop the intelligence system which can determine the best crop rotation and analyze soil conditions.

Success factors to overcome the above barriers

- To get accurate data of fields, Farmlogs allied with a satellite data operator "BlackBridge". Utilizing BlackBridge's US-wide agricultural satellite monitoring system, Farmlogs could get multispectral images and past images of each 5 meters about all fields.

Future action plan

- Farmlogs was acquired by Bushel, a software technology company in food and agriculture in June 2021.
- The acquisition was conducted to achieve the following strategies of Bushel.
 - Connecting field to truck with enhanced data owner's security
 - Strengthen agriculture's digital infrastructure
 - Facilitate a sustainable future
- As part of Bushel, FarmLogs will be positioned to accelerate and extend its mission to build software that creates a better future for farms.

