Weather: Vital to Farmers & Climate FieldView™

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We are creating the farm of the future

Climate’s Mission:
To help all the world’s farmers sustainably increase productivity with digital tools.

- **Big Data**: Technological advancements are revolutionizing the collection, access and fast processing of data in agriculture.

- Turning data into insights *at scale* is challenging, but this is where the true opportunity lies.
The Climate Science Organization

PRODUCT-FOCUSED TEAMS

ENABLING TEAMS

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Weather is at the center of Climate FieldView™

Observation Networks
Radar / Satellite
Weather Services
Forecast Modeling

Climate Weather Services

Weather Features
Field-Level Growing
Degree Unit Tracking
Historical Weather

Inputs to Models
Nitrogen
Disease Insights
Yield Analysis

User Engagement
Rainfall Notifications
Hail Alerts

Innovate & Expand
Agronomic Insights
Geo-expansion
Seasonal Forecasting
Sensor Integration
Rainfall accuracy improvements in 2017 bring increased value to models & Climate FieldView™

Our Proprietary Process has Resulted in:

~33% \downarrow \text{in “Gross Errors”}

~20% \downarrow \text{in Mean Absolute Error (MAE)}

Better for our Customers and as input into FieldView™ Models

Source: Climate Data; Assessed using April-June 2017
Help growers stay up-to-date with rainfall notifications and hail alerts

**Rainfall Notifications**
- Email volumes vary with rainfall
- Feedback is tracked by field and date
- **On May 20th, we sent over 86,000 emails, with only 15 fields returning complaints**
- Weekly review to cover feedback and plan ahead

**Hail Alerts**
- Hail alerts inform growers that extreme weather may have impacted their field
- Scouting for actual damage is the recommended action
Help growers everywhere with innovation and global expansion of Climate FieldView™

Focus on Global Data

- Provide Weather data everywhere we have customers
- Data quality and availability may vary by region
- Reduce engineering complexity by avoiding country specific data sets

Focus on Agronomic Insight

- Focus on research that helps growers
- Improve our ability to target advice to specific fields
- Give growers more control over their operation
100 Million Acres Mapped and Growing
Thank You

For more information, visit Climate.com

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