



KEEPING A CLOSE WATCH ON THE LAND





# A UNIQUE UNRIVALLED SERVICE



## CUTTING EDGE EXPERTISE

THIS HIGHLY ADVANCED EXPERTISE IS THE RESULT OF A NEARLY FIFTEEN YEAR PARTNERSHIP BETWEEN THE LEADING FRENCH AGRICULTURAL TECHNICAL INSTITUTES (ARVALIS – INSTITUT DU VÉGÉTAL, TERRES INOVIA) AND AIRBUS, THE SATELLITE IMAGERY WORLD LEADER.



## A WINNING DUO

This winning duo combines the most reliable agronomic models and satellite, aircraft and drone remote sensing technologies.

## CONTINUOUS SUPPORT

Farmstar delivers unrivalled support at every phase of crop growth, to get the most out of your fields while respecting the environment and regulations.

## 100% MADE IN FRANCE

With Farmstar, France has pioneered the development of precision agriculture. Today, this service is world renowned for its reliability and continuous innovation.

## OBJECTIVITY GUARANTEED

The total independence of Arvalis, Terres Inovia and Airbus relative to the agricultural input market guarantees objective, unbiased recommendations.

# THE MOST COMPREHENSIVE SERVICE ON THE MARKET

## TURNKEY SERVICE

With our partners we control the entire production chain from the space and agricultural components to image acquisition and final product delivery to the customer (image processing, agro-meteorological models).

## FOR ANY TYPE OF FARM

The service is compatible with any type of agricultural organization, whatever its size, equipment level, or brand of material.

## RECOMMENDATIONS

Service includes continual monitoring, agronomic assessments and farming advice delivered at key plant growth dates, from initial nitrogen input estimation to end of the growth cycle assessments.

## MULTI-SPECIES

Service is already available for wheat, barley, colza, triticale and corn, with many other crops coming soon.

## ACTION AREAS

A complete range of recommendations to address all aspects of daily farming including:



NUTRITION  
MANAGEMENT



CROP  
STATUS



PLANT  
PROTECTION

# POWERED BY THE MOST ADVANCED, BREAKTHROUGH TECHNOLOGY

## ► FARMSTAR IS A PIONEER AND LEADER IN REMOTE SENSING BASED CROP MANAGEMENT TOOLS

- Three complementary technologies (**plane, satellite, drone**) are used to accurately measure the nutritional status of plants.
- **Highly advanced, reliable agronomical models**, based on years of research and usage, guarantee that measurements are rigorously converted into practical recommendations that can be used in-the-field.
- Progress in **digital technology** and **cloud capacities** is continuously integrated to reduce delivery times and ensure optimal, easy access to recommendations.

## ► SATELLITES AND AGRONOMY: THE PERFECT MATCH

- Remote sensing satellites make Earth observations.
- Satellites orbit at a height of 800 km and regularly pass over fields to monitor their evolution over time.
- Vegetation reflects light from the sun differently depending on its growth stage. This signal is captured by the satellite, processed and converted into plant status measurements (biomass, chlorophyll). The partner agronomic institutes use these as inputs to deliver all Farmstar recommendations.



# SUCCESS IN NUMBERS

● **16 000**  
FARMER USERS



● Continually expanding surface areas:

**720 000**  
HECTARES

**100 000**  
PARCELS



● Sustainable partnerships:

**40** PREFERRED DISTRIBUTORS  
DELIVERING DAILY PERSONALIZED SUPPORT.

## A WIN WIN AT EVERY LEVEL

Farmstar, thanks to its unique technology, delivers sustainable performance, significant savings, genuine peace-of-mind and local support.



**Performance:** applications at the right time and in the right amount help achieve yield potential and quality objectives.



**Peace-of-mind:** letting farmers focus on the fields thanks to:

- guaranteed compliance with nitrogen regulations,
- calculation of the total estimated dose of nitrogen,
- readjustment of the dose at the end of the cycle.



**Savings:** spreading less inputs means lower costs for farmers and reduced environmental impact.



**Local support:** delivering technical assistance through distributors rigorously selected on the basis of their commitment to enabling farmers to get the most out of their fields.

# SERVICE À LA CARTE

Farmstar offers a wide range of options for maximum accessibility and usability. The farmer chooses how recommendations are delivered depending on his needs, equipment and crops.

## RECOMMENDATIONS

Farmstar recommendations are delivered throughout the cycle, with a focus on 3 issues:

- nutrition management,
- crop status,
- plant protection.

Each recommendation provides reliable, directly usable advice for relevant decision making and quick action in the field.

In addition, thanks to space imagery, the heterogeneity of the parcel can be fully visualized. Ultra-rigorous quality control is performed at each step of the production process both at Airbus and at Arvalis and Terres Inovia. Final deliverables are even locally validated by Institutes to ensure the highest relevance and satisfy the Farmstar standard.

## VARIABLE RATE APPLICATION (VRA)

VRA is a fast-spreading practice. Thanks to VRA, farmers spread inputs within the parcel on an extremely local basis, depending on the real needs of the plant at each place in the field.

Farmstar delivers two types of VRA maps:



### AUTOMATED VRA

which uses GPS signals and an on-board display to automatically manage spreader distribution.



### MANUAL VRA

with a simplified map to enable the farmer to visually manage doses depending on zones.

Information can be read on all equipment, thanks to Farmstar compatibility with all VRA devices currently available on the market.

# OUR CUSTOMERS

Arvalis, Terres Inovia and Airbus would like to thank all the cooperatives, Chambers of Agriculture and agricultural retailers that have chosen to distribute Farmstar.

These long-term partnerships are the secret to premium quality, timely, accurate support so that each Farmstar farmer gets optimal benefit from our recommendations. Check out the Farmstar distributor nearest you: [www.myfarmstar.com](http://www.myfarmstar.com)



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