

# farmQA

## Imagery in Agriculture



## Turning Field Visibility Into Better Decisions

Satellite imagery is now one of the most practical and impactful tools in modern agronomy. It helps growers and agronomists monitor crop health, detect issues sooner, understand variability, and make more confident, data-driven decisions. Whether you're identifying management zones, guiding scouting routes, or evaluating year-over-year crop performance, imagery delivers a clearer view of every acre you manage. FarmQA brings that power directly into your workflow.

We offer two complementary imagery options: high-frequency, high-resolution, broad-scale Planet imagery and cost-effective, broad-scale Sentinel-2 coverage.



## sentinel-2

Every image is clipped to your field boundaries, processed into agronomy-ready indices, and available across both web and mobile for scouting, analysis, and prescription writing. That means you get the right visibility at the right time, without extra effort or additional tools.

### Choose the Imagery Solution That Fits Your Operation.

No two agronomy programs are alike, and neither are their imagery needs. High-value crops, rapid in-season changes, or advanced variable-rate programs may benefit from Planet's near-daily, high-resolution imagery.

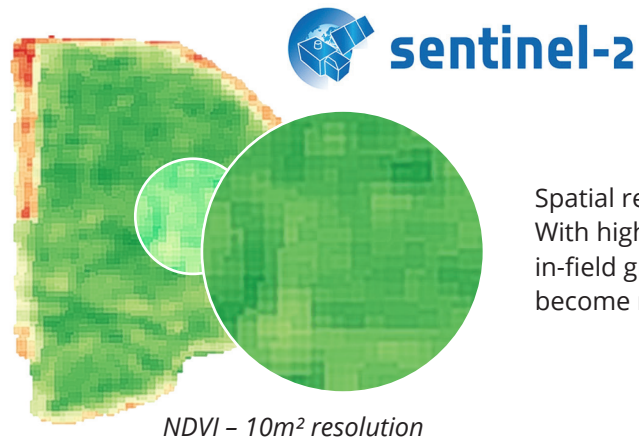
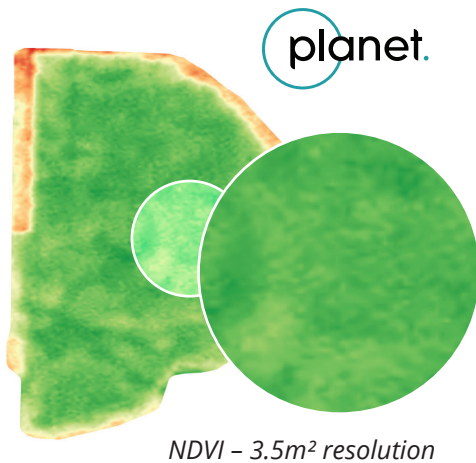
Operations focused on field-scale monitoring, seasonal trends, or stable management zones may find Sentinel-2 offers everything they need at a lower cost.

**FarmQA gives you the flexibility to choose what aligns with your acres, your decisions, and your goals.**

And with up to five years of backfill available for both sources, you can put historical trends to work immediately.

With the right imagery and the right platform to interpret it, you can turn overhead visibility into stronger decisions on the ground.

# Which Imagery Source Is Right for Your Agronomy Workflow in FarmQA?



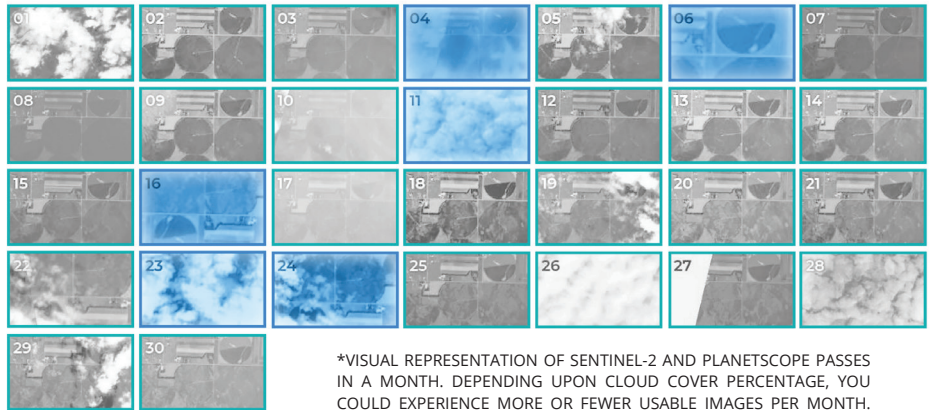
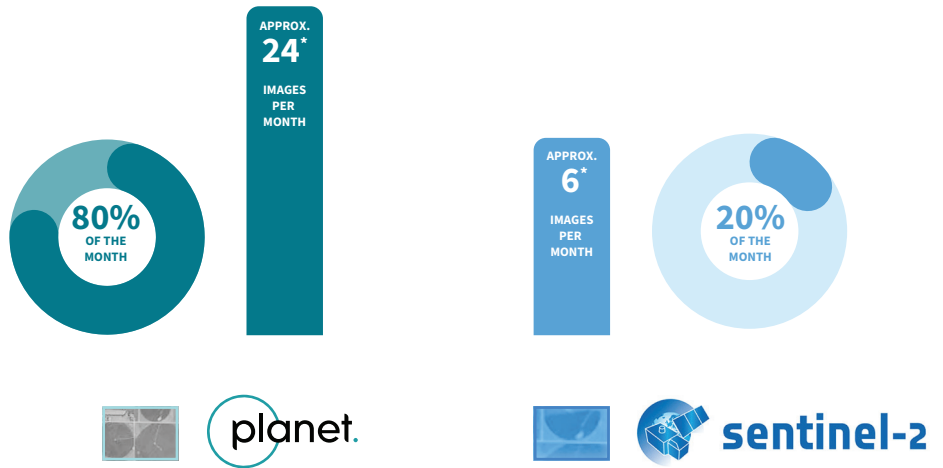
Spatial resolution matters. With higher resolution, in-field grown anomalies become more visible.

CATEGORY	Planet® Imagery	Sentinel-2 Imagery
Cost	\$.85/acre/year	\$500/10,000 acres/year
Constellations Used by FarmQA	PlanetScope Dove and SuperDove satellites	Sentinel-2A & Sentinel-2B satellites
Refresh Rate / Revisit	Near-daily	Every 5–7 days
Resolution	3.5m <sup>2</sup> (PlanetScope)	10m <sup>2</sup> (consistent, broad-scale imagery)
Cloud Filtering	Yes—configurable	Yes—configurable
Historical Backfill	Up to 5 years of backfill included	Up to 5 years of backfill included
Spectral Bands / Indices	8 bands → NDVI, NDRE, MSAVI, SAVI, Visual, Red Edge	8 bands → NDVI, NDRE, MSAVI, SAVI, Visual, Red Edge
Field-Level Delivery in FarmQA	Automatic clipping + indexing	Automatic clipping + indexing
Strengths	High precision, near-daily insight, subtle variability detection, in-season responsiveness	Reliable, broad-scale monitoring, strong seasonal trend visibility
Offline Mobile Use	Yes (via layer sync)	Yes (via layer sync)
Zone Creation	High precision, supports field-level variability; ideal for VR prescriptions	Stable, broader patterns; ideal for management zones and general field-level monitoring
Directed Scouting	Excellent—near-daily updates highlight fast-changing issues	Strong—consistent weekly imagery guides scouting priorities
Use Cases	Precision agronomy, high-value crops, intensive scouting, variable-rate inputs	Broad-acre monitoring, trend analysis, benchmarking, scouting guidance

# Put the Power of Imagery to Work

With FarmQA, imagery becomes more than pictures from above—it becomes actionable intelligence that helps you make better decisions, deliver stronger recommendations, and serve your growers with confidence.

Temporal resolution is how often you get a fresh look at your fields. Sentinel-2 delivers dependable coverage, and Planet adds more frequent updates—giving you more chances to spot changes when timing matters most.



\*VISUAL REPRESENTATION OF SENTINEL-2 AND PLANETSCOPE PASSES IN A MONTH. DEPENDING UPON CLOUD COVER PERCENTAGE, YOU COULD EXPERIENCE MORE OR FEWER USABLE IMAGES PER MONTH.

Ready to bring Planet or Sentinel imagery into your operation? Contact our team today to walk through your options and find the setup that best fits your fields.



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**FOR DETAILS VISIT**  
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**FarmQA** is a digital agronomy platform that equips agronomists and crop consultants with modern tools to deliver data-driven recommendations. With 37M+ acres under management, FarmQA is redefining how agronomic services are delivered, enabling faster insights, stronger collaboration, and more resilient food production.



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