



EarthOptics, Pattern Ag merge to digitize soil health for climate and agriculture

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The newly combined soil intelligence company will operate under the name EarthOptics and be the authoritative source of soil insights and the leader in Predictive Agronomy. Its comprehensive data will enable farmers, ranchers, and their advisors to know their soil's exact physical, chemical, and biological properties, helping them plan their most impactful input and management decisions to maximize profitability and sustainability goals.

The combination pairs Pattern Ag's cutting-edge lab-based analysis with proprietary field-based sensing technologies from EarthOptics to create a high-resolution digital twin of the soil, giving farmers and ranchers insights into pests and pathogens, biofertility, nutrients, soil compaction, carbon levels, moisture, and more.

"This merger will give farmers and ranchers the most comprehensive snapshot of the soil under their feet," says Lars Dyrud, current EarthOptics CEO and the CEO of the merged companies. "Historically, soil measurement insights have been limited in scope and imprecise. We now have the technology to tell farmers what's in their soil with a high level of precision, and with the addition of Pattern analytics, we can offer them insights into what to plant and how to manage their most impactful decisions throughout the growing season."

"As the leader in Predictive Agronomy, our insights help farmers know their risks and opportunities before they plant in order to create the optimal plan for next season," says Rob Hranac, CEO of Pattern Ag. "By pairing this with EarthOptics field-based technologies, we can increase the breadth of soil insights into exciting new categories while amplifying the resolution of most analytics by 100 times or more."

The new combined company will aim to make it easy to turn soil insights into farm profitability and productivity. With this merger, one soil sample will generate more data and predictive power across physical, chemical, and biological soil properties. By integrating methods and technologies, the newly expanded company will deliver more data and agronomic insight to customers while rapidly scaling operations.