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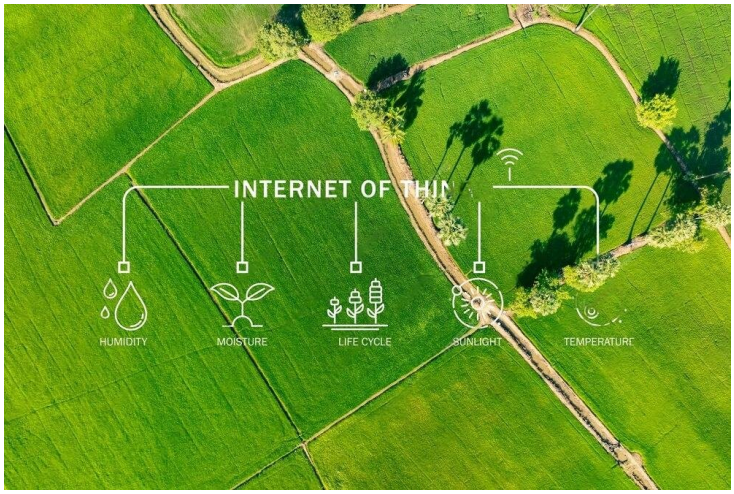
# Australia's Spire Global to provide daily soil moisture insights to governments, companies, farmers

27 November 2024 | News

**Reinforcing Sustainable Agriculture Practices by leveraging Spireâ??s reflectometry dataÂ**




**Reinforcing Sustainable Agriculture Practices by leveraging Spireâ??s reflectometry dataÂ**

Spire Global, a global provider of space-based data, analytics, and space services, was selected byÂ LatConnect60, a data and analytics company that generates vital insights from Earth Observation data, to provide Global Navigation Satellite System Reflectometry (GNSS-R) data and Soil Moisture Insights.

The World Bank reports that investments in climate-resilient agriculture can yield returns of three to eight times the costs, making accurate environmental data essential for todayâ??s farmers. LatConnect60 will integrate Spireâ??s Soil Moisture Insights and GNSS-R data into its web-based platforms, delivering actionable intelligence for water management, usage efficiency, and crop stress levels. These insights are crucial for farmers, resource managers, and policymakers.

â??LatConnect 60 looks forward to working closely with Spire to make this combined capability easily accessible to our end users across the Southeast Asian and Australian continents,â? said Venkat Pillay, CEO and Founder of LatConnect60. â??We envisage tremendous demand for the insights that will be made available, particularly in agricultural or forestry areas that are not easily accessible for manual data collection, while leveraging the ability for the GNSS-R data to enable daily soil moisture readings even in heavy cloud cover and dense canopy environments.â?

LatConnect60 will combine data from its satellite fleetâ??which includes optical imagery and shortwave infrared technologyâ??with Spireâ??s GNSS-R data to deliver a detailed view of environmental conditions and resource needs. Through this, its customers across Southeast Asia and Australia will have access to dynamic maps and detailed dashboards,

allowing them to monitor specific areas, track water use, assess crop health, access daily updates and integrate multispectral satellite data for more informed decision-making.