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FarmQA integrates with John Deere Operations Center to streamline digital agronomy workflows

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The integration connects field scouting, agronomic recommendations and prescription data across both platforms, reducing manual data entry and supporting more efficient farm management.



FarmQA today announced the availability of its integration with John Deere Operations Center, giving shared customers a more connected way to use field and agronomic information across the two platforms.

The integration uses John Deere Operations Center APIs to help customers connect information from Operations Center with FarmQA workflows used for scouting, agronomic recommendations, prescriptions, planning, and field management. FarmQA users can also send supported agronomic information, including prescriptions and field-specific work plans, into Operations Center, helping reduce manual data movement between agronomic planning and field execution.

For agronomists, crop consultants, ag retailers, and growers, the goal is straightforward: make it easier to keep trusted agronomic expertise connected to the systems used to plan and carry out work in the field. By reducing duplicate data entry and improving continuity between platforms, FarmQA can help advisors and growers spend more time making and executing decisions and less time moving information between systems.

“Our customers have spent years building incredibly valuable agronomic datasets within FarmQA through the work they do every day,” said Kris Poulson, CEO of FarmQA. “Our job is to help them put that information to work. Connecting FarmQA with John Deere Operations Center gives customers greater flexibility in how their data moves across their operation, while also helping establish the foundation for AI to deliver more value from trusted agronomic information. We believe the

combination of human agronomic expertise, high-quality field data, and AI has the potential to fundamentally change how decisions are made and executed across agriculture.”

Beyond improving connectivity between platforms, the integration supports FarmQA’s broader strategy of helping agriculture professionals unlock more value from the agronomic data they generate every season. Across more than 50 million acres managed annually through FarmQA, customers have built years of field-level datasets through scouting observations, recommendations, prescriptions, crop and field records, and other agronomic workflows. FarmQA believes this combination of trusted agronomic data and greater interoperability across the agricultural technology ecosystem will become increasingly important as artificial intelligence plays a larger role in agriculture. By connecting high-quality agronomic information with the systems customers already use, FarmQA is building a foundation that can support AI-enabled workflows today while creating opportunities for more advanced agronomic intelligence in the future.

FarmQA will continue investing in integrations that help advisors and growers maintain control of their data, reduce friction across workflows, and create stronger connections between field observations, agronomic decisions, prescriptions, execution, and emerging AI-enabled capabilities.

FarmQA’s John Deere Operations Center integration is available to eligible FarmQA customers with the appropriate John Deere Operations Center access and permissions.