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Agmatix partners with NASA Harvest to aid sustainability at global agricultural

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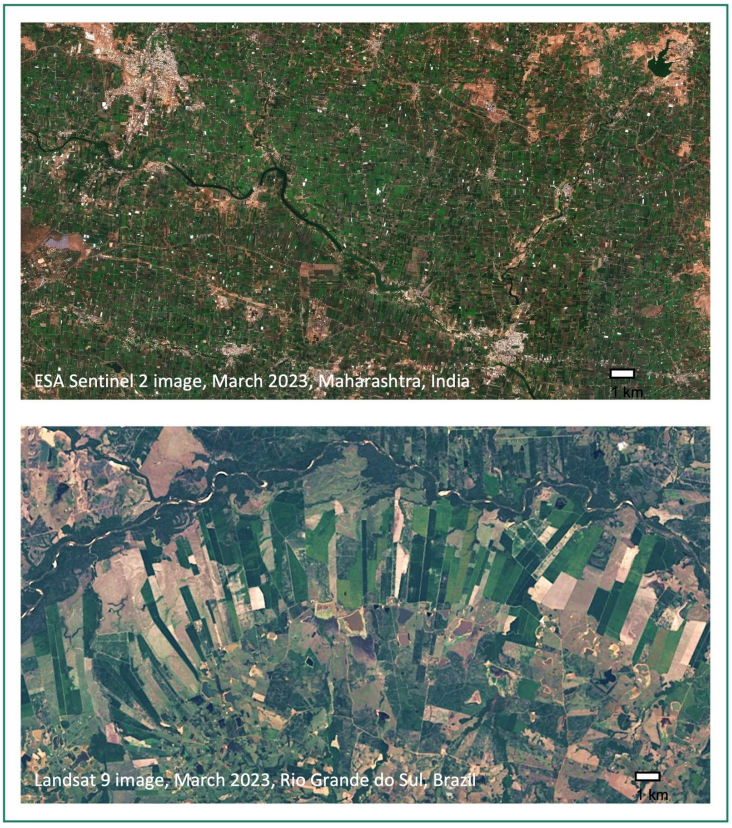

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Agmatix, a start-up AgTech business specializing in turning agronomic big data into powerful models and insights, has partnered with NASA Harvest - NASA's global Food Security and Agriculture Consortium. The initiative aims to support sustainable practices for crop production at the field level and mitigate the impact of climate change globally. The collaboration is expected to help even food manufacturers meet consumer expectations for more sustainably sourced products.

A combination of ground sampling and remote sensing data will be used to support farmers in their transition toward sustainable agriculture. Through this partnership, farmer efforts will be tracked and guided to assist them in improving sustainability levels along with conservation management.

"According to the World Economic Forum, sustainable agriculture practices must triple in order to prevent climate change. Currently, adoption is hindered by a lack of consistent and acceptable measurements at scale. Our collaboration will promote resilient agriculture beginning with smallholder farms in India and commercial farms in Brazil, and lead to further expansion worldwide," comments Ron Baruchi, CEO of Agmatix.

"NASA Harvest is excited to partner with Agmatix to advance the use of satellite-based information to help inform on-farm decisions which can ultimately result in increased resilience while reducing waste," comments Inbal Becker-Reshef, NASA Harvest Director.

NASA Harvest will provide its expertise on agricultural remote sensing and leverage tools developed by the consortium, which will then be combined with field data from Agmatix and processed using a proprietary artificial intelligence (AI) algorithm. These data-driven insights can help farmers make field-level decisions that impact sustainability most effectively, such as cover crop selection and fertilizer application.