

## CropX launches VRA feature to optimise field productivity

28 October 2024 | News

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CropX has announced the launch of an enhanced variable rate application (VRA) planning capability for growers to use to improve the precision of their in-field operations. This new feature empowers users to optimise seeding, irrigation water, and fertilizer based on in-field variations, maximising the productivity and efficiency of a field.

VRA and variable rate irrigation (VRI) are an integrated part of the CropX agronomic farm management system, which synthesises data from the soil to the sky to offer agronomic advice and record keeping to optimise inputs and maximise yields. The latest VRA capability allows users to create detailed seeding and fertilizer application maps for their fields and easily export the maps to machinery for immediate implementation.

In tandem with the VRA launch, CropX has enhanced its variable rate irrigation (VRI) technology to make the creation of irrigation scripts easier and more customisable. The new and improved VRI is now fully integrated with the VRA tool, enabling users to develop scripts with the same custom-derived management zones as those used in VRA.

By integrating VRA with CropX's existing suite of sensors, weather stations, gauges and analytics tools, users can leverage comprehensive data to inform their application strategies. This results in more efficient use of resources and improved crop yields. The precision offered by VRA and VRI leads to a reduction in the over-application of water and chemicals and results in better crop yields, supporting sustainable farming practices and lowering operational costs.

"CropX's new VRA capability offers another pathway to farm optimisation," said Taha Ghaznavi, Global SVP Product of CropX. "By allowing farmers to apply inputs and seeding more accurately and efficiently, we are not only improving crop

health and yield but also contributing to more sustainable agricultural practices. This integration with our enhanced VRI technology provides a comprehensive solution that addresses the diverse needs of modern farming."

Farmers and agricultural managers will find the new VRA capability beneficial in addressing the challenges posed by variable soil conditions and climate change. The ability to customise application maps and implement them in the field ensures that resources are used effectively, leading to healthier crops and more productive fields.