



Bayer and Planet Labs enable optimized agriculture operations through geospatial intelligence

07 March 2025 | News

Bayer will be able to make better agricultural decisions globally with the help of Planet's satellite imagery and analytics



Bayer will be able to make better agricultural decisions globally with the help of Planet's satellite imagery and analytics

A multi-year enterprise license agreement has been signed between Planet Labs PBC and Bayer, a leading provider of daily data and insights about change on Earth. With this agreement, Planet will extend its satellite imagery and analytics to Bayer's commercial operations, enabling Bayer to make better agricultural decisions globally.

By signing the enterprise license agreement, Bayer commits to long-term collaboration, ensuring that it has the geospatial intelligence needed to support its strategic priorities and advance agricultural digital innovation.

By leveraging a suite of Planet products, including PlanetScope, Tasking, Fusion, Basemaps, and Planetary Variables, Bayer can make faster, data-driven agronomic decisions with high-frequency, high-resolution imagery, improving efficiency across its operations. By monitoring fields consistently, Bayer enhances trial oversight, optimizes logistics, and ensures timely interventions for better crop performance. Additionally, scalable remote sensing enables standardized phenotypic assessments and strategic long-term planning, driving innovation in product development and field management.

The enterprise agreement ensures seamless access to Planet's data, enabling Bayer teams to integrate satellite insights into their workflows with greater efficiency and flexibility.

Christina Lawrence, Head of Seed Production Innovation at Bayer's Crop Science Division said "Through this relationship with Planet, we are equipping our teams with powerful geospatial data to drive informed decisions, optimize operations, and deliver greater value to farmers around the world."

Innovation and data-driven solutions for climate-smart agriculture and supply chain resilience are ongoing efforts at Bayer. Bayer and Planet are working together to improve agricultural efficiency and environmental stewardship through co-development initiatives and enhanced data integration.

Charlie Candy, Chief Revenue Officer at Planet said “By providing Bayer with seamless access to our satellite imagery and analytics, we are empowering them to make more informed, data-driven decisions that not only drive productivity but also help reduce waste and create efficiencies within the agricultural ecosystem, ultimately contributing to more productive agricultural outcomes.”•