



Co-op brings new remote imagery technology to farmers in southern Alberta

MEDICINE HAT, Alta. (Feb. 23, 2016) — A new partnership between the Co-operative Retailing System (CRS) and GEOSYS International Inc. will bring the latest digital agriculture and satellite imagery technologies to farmers.

Co-op AG Team Agronomists at South Country Co-op will begin using GEOSYS' Croptical™ monitoring application this spring. In the first year of the partnership, the application will be used to monitor the field health of a minimum of 120,000 acres in southern Alberta.

GEOSYS, founded 28 years ago and operating globally, is a pioneer in developing tools based on satellite imagery that improve agriculture business efficiency, including farming practices.

"At South Country Co-op, we're proud to provide services that deliver more value to our farm members and customers," said Mike Clement, General Manager of South Country Co-op. "Satellite imagery is a proven technology for improving agriculture. Our agronomists are knowledgeable, experienced and ready to help growers adopt this exciting technology."

Keeping the finger on the pulse of every field

Croptical provides agronomists with a powerful tool as they build impactful farm strategies for growers.

The monitoring application uses daily satellite and weather-based data to produce detailed crop health readings using Normalized Difference Vegetation Index (NDVI) technology. Field NDVI growth during the season reveals where there are opportunities to push or protect yields and where agronomists and growers should focus their attention and smart-scout.

"First and foremost, we are dedicated to agriculture. It is at the core of everything we do," said Damien Lepoutre, President of GEOSYS. "Our team is committed to delivering value to the grower and empowering agricultural development through digital technology."

Throughout the 2016 growing season, South Country Co-op will work with Federated Co-operatives Limited (FCL) to evaluate Croptical for potential introduction to other Co-op Agro Centres in Western Canada.

"The Co-op AG Team and the CRS are committed to innovation," said Trish Meyers, Knowledge and Innovation Manager at FCL. "By partnering with world-renowned leaders in digital agriculture, we will deliver new services and value to our growers. The Co-op Ag Team will build on its reputation in Western Canada as a source of local knowledge and expertise and work with growers to realize the full potential of new agricultural technology and data collection tools."

About Federated Co-operatives Limited and the Co-operative Retailing System

Federated Co-operatives Limited (FCL), based in Saskatoon, is the 43rd largest company in Canada and the largest non-financial co-operative in Canada. FCL is a unique multi-billion dollar wholesaling, manufacturing, marketing and administrative co-operative owned by more than 200 autonomous retail co-operatives across Western Canada. Together FCL and those local retail co-operatives form the Co-operative Retailing System (CRS). The CRS serves our members and communities with products and services that help build, feed and fuel individuals and communities from Vancouver Island to northwestern Ontario. Our total workforce of 24,500 employees serve 1.8 million active individual members and many more non-member customers at 2,500 retail locations in more than 500 communities. We are a different kind of business – we are locally invested, community-minded and offer lifetime membership benefits including patronage refunds, quality products, quality service and fair prices. More information is available at www.coopconnection.ca.



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About GEOSYS

GEOSYS is the first global digital agriculture company founded by agronomists. With more than 28 years of industry experience and business in more than 50 countries, GEOSYS is the world leader in agricultural information and decision support tools based on satellite imagery, remote sensing, geographic information systems and data analytics. GEOSYS combines the most advanced agronomic research with information technologies to provide its clients the data, analysis and insights they need to make more informed decisions. Acquired by Land O'Lakes, Inc. in 2013, GEOSYS is headquartered in Minneapolis, Minnesota with offices in France, Switzerland, Australia, and Brazil.

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