



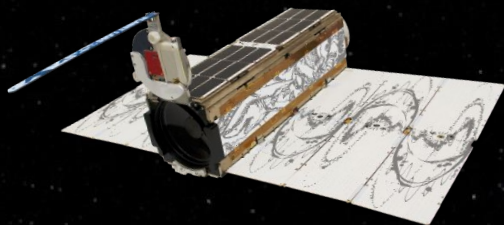
# PLANET presentation to JNCC

## + Mark Richardson, EMEA Strategic Accounts

Klyuchevskaya Sopka, Russia – March 11, 2018

+

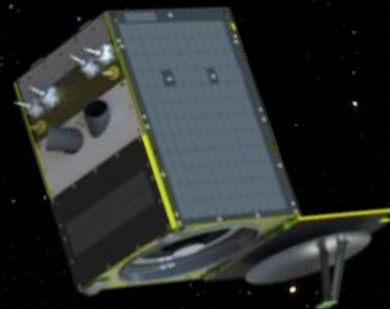
## Planet's industry-leading constellations



130+

Dove Satellites  
PlanetScope

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15

SkySat  
Satellites

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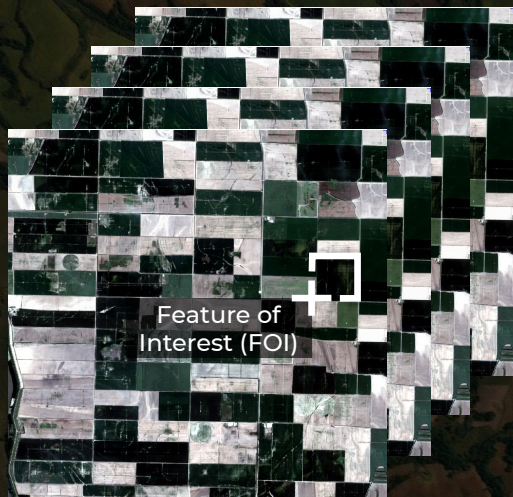




**SkySats 1-15**  
Synchronous Sun Orbit

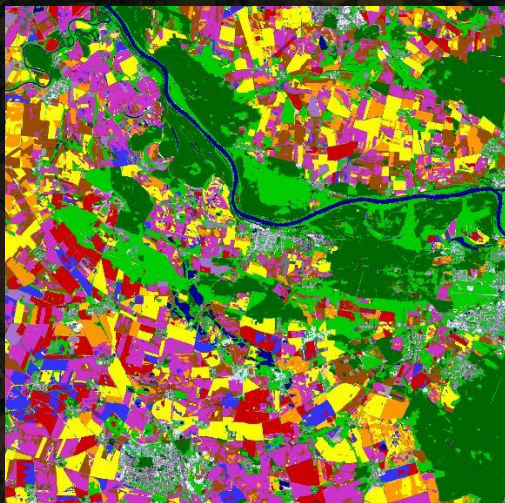


# How agricultural policy and decision making can benefit?



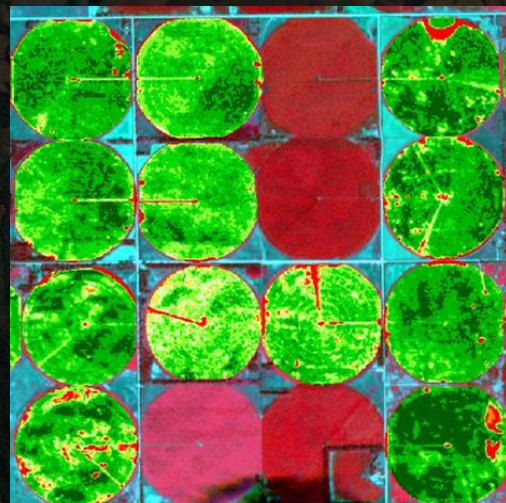
## MONITORING FOR CAP – COMMON AGRICULTURE POLICY

Planet's high-cadence multi-spectral data reveals patterns of field behaviour that help assessing eligibility for CAP related payment schemes.



## BROAD AREA INSIGHTS

Planet's frequent and continuous coverage supports the generation of agricultural statistics on total crop acreage and allows for regional yield prediction and productivity assessment.



## OPTIMIZING PRODUCTIVITY AND SUSTAINABILITY

With crop status information at 3-5 meter resolution, customers are able to monitor crop health and act on detected crop anomalies and trends.

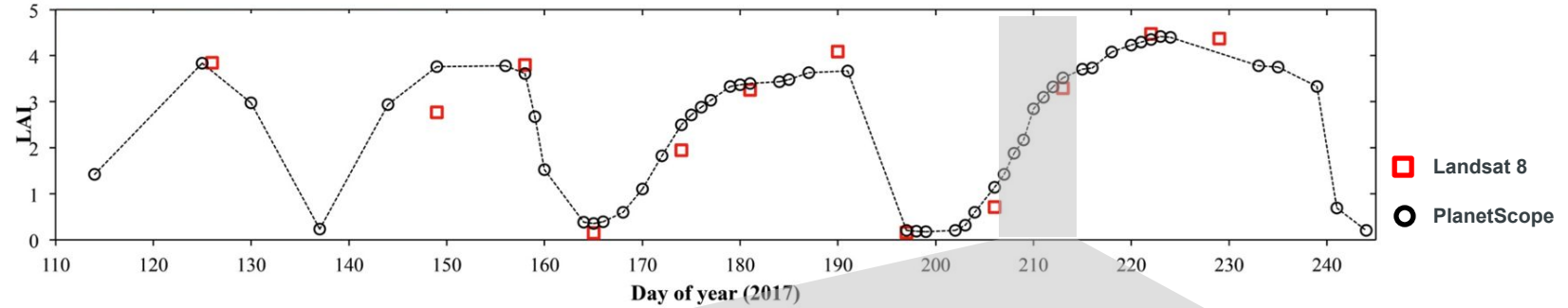




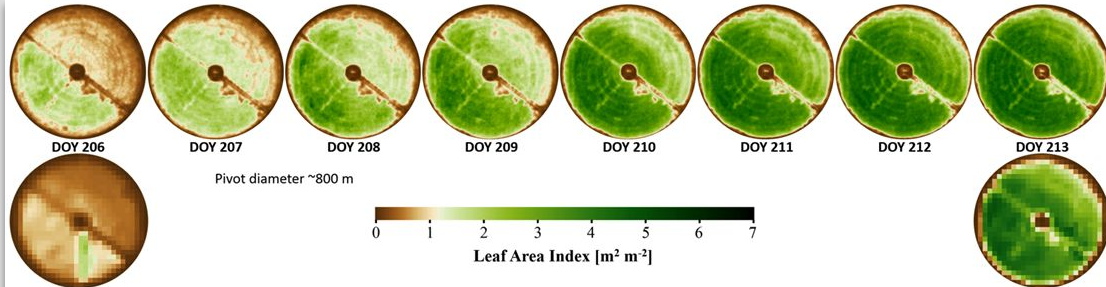


# WHY CADENCE MATTERS?

Time series of a multi-cut alfalfa field



Landsat 8  
PlanetScope



Source (modified): Houborg & McCabe, King Abdullah University of Science and Technology





# CAP RELATED MONITORING

## Value Proposition of Improved Spatial and Temporal Resolution

Typical fragmented agricultural area near Slobozia in southern Romania



Sentinel-2 (10 m)



PlanetScope (3 m)

