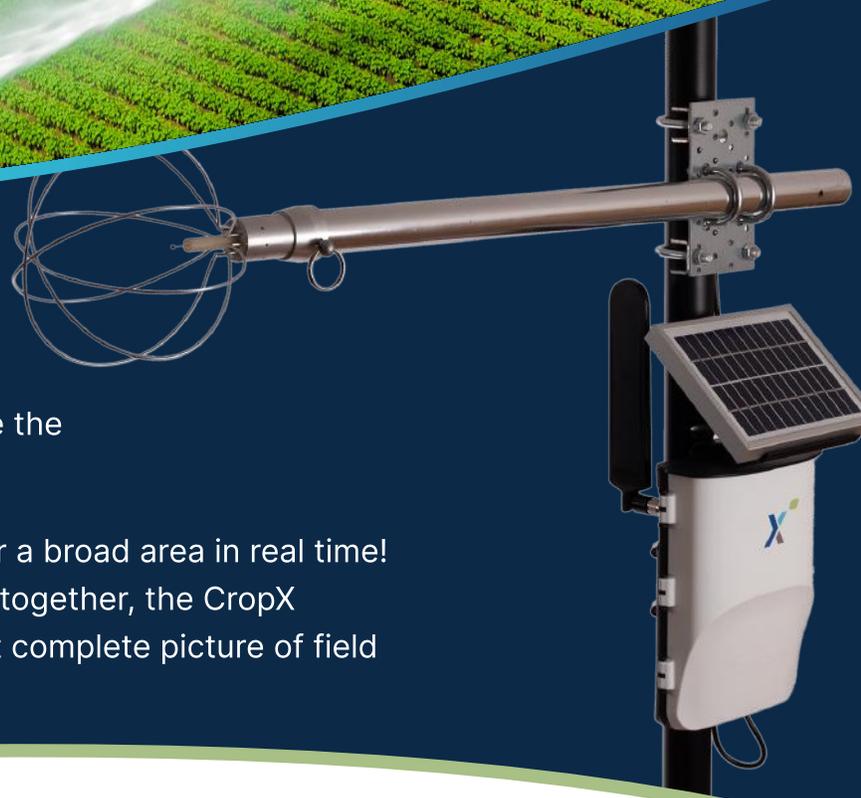




USE ON-FARM DATA FOR ON-FARM DECISIONS CROPX ACTUAL ET

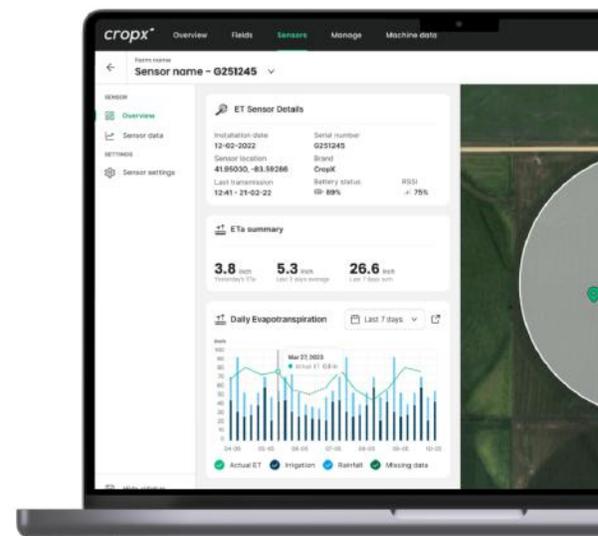
With CropX Actual ET, growers now have access to a **first-of-its-kind technology** that uses direct measurements to determine the Actual Evapotranspiration (ETa) of a crop.

Track field-specific crop water use over a broad area in real time! When ET sensors and soil sensors are used together, the CropX Irrigation Planning capability offers the most complete picture of field water movement, **from roots to shoots**.



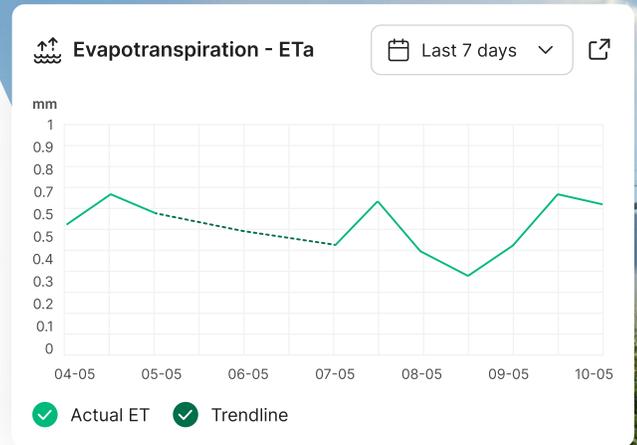
Not all ET reports are created equal!

1. **Reference ET (ET_o)** is the total water use of a well-watered lawn. This information is available through many weather service websites, apps, and radio reports.
2. **Crop ET (ET_c)** is ET_o multiplied by a crop coefficient (K_c) and is used to estimate the water use of a specific crop type that has no water stress.
3. **Model ET** uses satellite-based infrared sensing methods to approximate Actual ET (ET_a) by relating air temperature changes to canopy temperatures. These methods are only accurate when continuously calibrated with Actual ET sensors.
4. **Actual ET (ET_a)**, by contrast, is the actual water use of a specific field, measured directly in real-time.



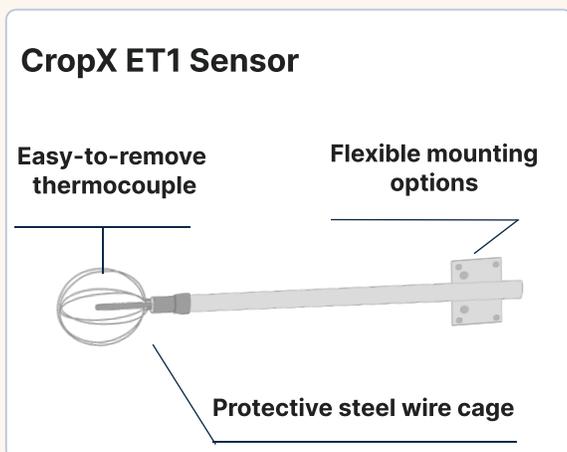
Why use off-farm data to make irrigation decisions when you can use real-time information directly from the field?

CropX ET sensors add a valuable set of information to the already powerful Irrigation Planning capability of the CropX agronomic farm management system. Users can access field maps, tap into irrigation insights, take advantage of variable rate irrigation, and track irrigation events for streamlined record-keeping.



CropX Actual ET provides

- **Actual Evapotranspiration (ETa) data:** CropX ET sensors measure and monitor the water use of your crop daily, in real time. Don't wait days or weeks for critical crop information! ETa is measured over a broad area of your field.
- **Water Use and Availability Monitoring:** Crop water use data coupled with soil water availability monitoring from soil sensors ensures users can make the most precise, profitable, and responsible irrigation decisions with confidence.



Learn more about CropX solutions today!

www.cropx.com | support@cropx.com | 888-832-2767

