



CANOLA, CANADA & CROPWISE IMAGERY



How Cropwise Imagery is helping canola growers feel more confident when preparing for harvest

THE GROWER CHALLENGE



Time management is a critical component of harvest preparation - when a grower has multiple fields to stage, knowing where to prioritize first is key. Mature canola crops are challenging to navigate through and a common workaround to gauge staging readiness includes perimeter scouting, or evaluating seed color change and degree of dry down along the edges of the field. However, these results might only generate one or two insights and do not necessarily represent the entire field average. Misinterpreting field averages can result in premature product application, leading to poor dry down and potential seed color change lock. Alternatively, the consequences of a delayed harvest may mean a greater risk of adverse weather and challenging harvest conditions.

WHY IT MATTERS



21.4M

acres planted in 2022



65%

of W. Canadian agronomists agree that more than half of canola acres are straight cut harvested*



85%

of W. Canadian growers conduct their own scouting and application decisions

"It was a good reminder that seeding date order doesn't always lead to harvest date order. The NDVI values by field provided a very useful guide for prioritizing the fields for scouting and ended up being very accurate to what was actually showing in the field for dry down."

**Canola Grower, 10,000 acres
Saskatchewan, Canada**

A DIGITAL SOLUTION



**Scouting
Prioritization**



**NDVI Trend
Analysis**



**Birds Eye View
of the Farm**

Given these scouting challenges, what can Syngenta Digital do to help increase confidence in effective scouting and harvest planning? Queue Cropwise Imagery which prioritizes fields by change in NDVI (Normalized Difference Vegetation Index - a metric of crop health) over time. We typically think of using NDVI to track upward progression of plant health, but on the other hand, it can also be leveraged to monitor downward trends which in this case signal the crop beginning to dry out. Since the grower is only able to ground truth and sample the edge of the field, they can supplement this activity through virtual scouting within Cropwise Imagery by scanning NDVI values across all fields and subsequently putting a confident harvest plan into place to ensure the most advantageous Reglone application timing.

*Data source: Canola Council of Canada