

Farm Market iD Drives Precision Agriculture with RedPoint Technology



Company Overview

Farm Market iD provides market intelligence to the US agriculture industry with a proprietary database that aggregates government records and data sources from more than two million farms and 800 million acres of productive US farmland and timberland. It creates insights for clients by analyzing more than 200 crop demographics, 300 customer demographics, crop rotation history, and more, helping a wide range of agribusiness customers optimize field yields and farming practices.

Challenges + Goals

Data-driven, precision agriculture is revolutionizing farming. To maximize productivity and profitability, large amounts of disparate data are used to analyze soil and crops down to a 6"x6" square, where each area may require different types of seed, irrigation, nutrients, or other treatment. In some cases, data science more than doubles a farm's output.

To deliver this kind of detailed intelligence, Farm Market iD depends on a proprietary database of a broad range of data types and sources, including more than 800 million acres of fields mapped with geospatial coordinates and linked to the farmers, the soils, weather, satellite imagery, water tables, irrigation, and yield data. To integrate and process this data, Farm Market iD needed a platform that had the integration, automation, and processing power to manage big data at scale.

Winning Solution

Farm Market iD chose RedPoint Data Management™ as its data platform, in part because during a proof of concept it processed address hygiene roughly 15 to 20 times faster than a competitor's 2.5 million records per hour. Because of the RedPoint solution's ability to process structured and unstructured data, Farm Market iD could integrate all types of data to deliver exceptional levels of information and insight to customers, such as determining crop identity based on infrared signatures from satellites.

With RedPoint, Farm Market iD produces a greater depth of information for its precision agriculture customers, such as the integration of elevation data, and hail storm and tornado tracking information. The solution also has deep capabilities for ETL, geospatial coding, persistent key management, golden record creation, and lights out automation at unparalleled processing speed and scalability.

Faster
time-to-market with
new products

15x
faster processing for
big data assets

80%
reduction in data
preparation time

