

MEDIA RELEASE

Croptimistic Technology Inc. joins the METOS Canada dealer network to bring farmers enhanced data for soil-mapping

WINNIPEG, MB – April 8, 2021 – METOS[®] Canada (Glacier Weather Information Inc.) is pleased to welcome Croptimistic Technology Inc. to their dealer network. This alliance provides farmers with enhanced tools for informed decision-making on their farms through the practical application of precision agriculture sensors, data, process, machinery and agronomy knowledge.

“We are happy to announce this new addition to our dealer network,” says Marty Cook, Vice President – Premium Services, METOS[®] Canada. “The combination of sophisticated weather monitoring devices and sensors mixed with Croptimistic’s SWAT Maps technology will ensure Canadian farmers have the information they need to make important decisions on their farm.”

When combined with the METOS[®] Canada weather monitoring and soil moisture sensors, Croptimistic Technology’s high-resolution SWAT Water Maps gives farmers a solid foundation to better understand field variability plus practical ways to optimize crop inputs for better profitability. Used together, these powerful digital tools provide farmers with a more complete and custom assessment of the crop needs on their farm.

“Having the ability to offer all the tools our clients need to deliver our SWAT Water Maps is essential,” says Jack Seitz, VP of Sales, Croptimistic Technology Inc. “The high-quality data from the METOS[®] Canada weather stations and soil moisture probes is the perfect complement to our weekly high-resolution plant available water maps. Partnering with METOS[®] Canada allows us to deliver these technologies to our growing national client network. We are excited to become the newest METOS[®] Canada dealer.”

METOS[®] Canada provides carefully curated subscription-based packages suited for agronomists and farmers and backed by local dealer support. Our dealer network is fully supported by training and support resources. Included in all subscription packages is integrated hardware and software technology, ongoing training, a comprehensive warranty, in-field services and regular equipment and software upgrades.

Croptimistic Technology maps and software is currently informing essential applied research at Glacier FarmMedia Discovery Farm located at Langham, Saskatchewan.

Croptimistic Technology Inc. is an international AgTech company that provides SWAT Maps, a turn-key variable-rate process that prioritizes Soil, Water and Topography factors of fields for the creation of management zones. The SWAT Records software is the software for the entire SWAT ecosystem of products, all of which is synced with their app for real time viewing. Learn more about the SWAT products and how you can leverage SWAT Water and the METOS advantage today. SWATMAPS.COM

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METOS[®] Canada is a joint venture with Glacier FarmMedia and Pessl Instruments. Backed by a global network with over 35 years of experience in agricultural weather sensors, software, service and training, METOS[®] Canada supplies leading-edge products and innovative solutions for agronomists and farmers to help them successfully turn information into profit.

For more information, contact:

Marty Cook, Vice President–Premium Services, METOS[®] Canada | mcook@farmmedia.com | 204-807-1071
Jack Seitz, Vice President of Sales, Croptimistic Technology | jack@swatmaps.com | 303-834-5671