

NEWS RELEASE

Ultimate Yield Management Institute joins the METOS Canada dealer network

WINNIPEG, MB – August 5th, 2022 – METOS[®] Canada (Glacier Weather Information Inc.), is pleased to announce the addition of Ultimate Yield Management Institute (UYMI) powered by The Rack to their dealer network. This partnership will bring farmers innovative weather technology solutions combined with UYMI's proprietary agronomy program, which includes their unique 6-factor agronomy to help growers prioritize needs while balancing efficiency, sustainability, and profitability.

"We are excited to welcome Ultimate Yield Management Institute to our dealer network," Says Marty Cook, Vice President, METOS Canada. "With so many factors effecting a farmers bottom line, the expertise of the Ultimate Yield team combined with the sophisticated field monitoring devices and sensors will ensure the best cropping decisions for each farm."

The main factor outside a farmers control which can greatly impact yield, is environmental conditions. The use of hyper site-specific weather monitoring sensors and soil moisture sensors, provides reliable data that informs better farm management decisions. When METOS Canada monitoring is combined with the expertise of the Ultimate Yield 6-factor agronomy program, the UYMI team can continue to offer growers data driven recommendations for the growing season and discuss how those decisions can affect their yield potential.

"UYMI (Ultimate Yield Management Institute) and The Rack are excited to begin offering weather monitoring and soil moisture sensors from METOS Canada" Says Cassandra Morari, COO – Rack "By offering these tools, our Ultimate Yield customers are provided with additional data to continue to make the most informed and economical choices on their farm."

METOS Canada provides carefully curated digital IoT solutions suited for agronomists and farmers and backed by local dealer support. Our dealer network is fully supported by training and support resources.

Ultimate Yield Agronomy is the complete agronomic package where science meets economics. Using our unique Farm Production Assessment that includes our 6-factor agronomy, we evaluate current management practices and give options to meet grower's target yields. This flexibility lets grower's make cropping decisions based on the best fit for their farm.

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About METOS[®] Canada

METOS Canada is a joint venture with Glacier FarmMedia and Pessi 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.

About Ultimate Yield Management Institute

Ultimate Yield Management Institute is built on three pillars. Ultimate Yield Agronomy is our exclusive agronomy program. It is based on Ultimate Yield Research that supports farmers with cutting edge, timely research. Ultimate Yield Certification was developed for growers, agronomist and other in the industry to learn about and practice Ultimate Yield Agronomy.

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