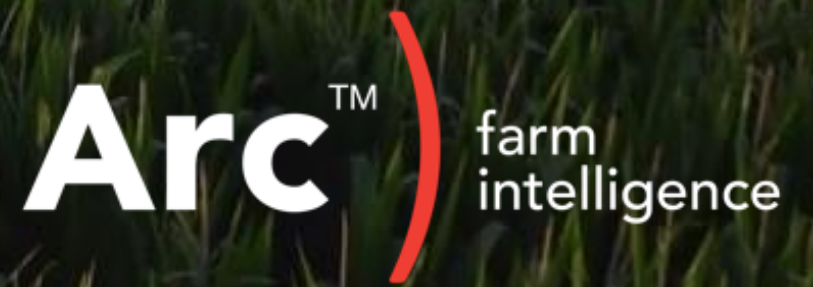




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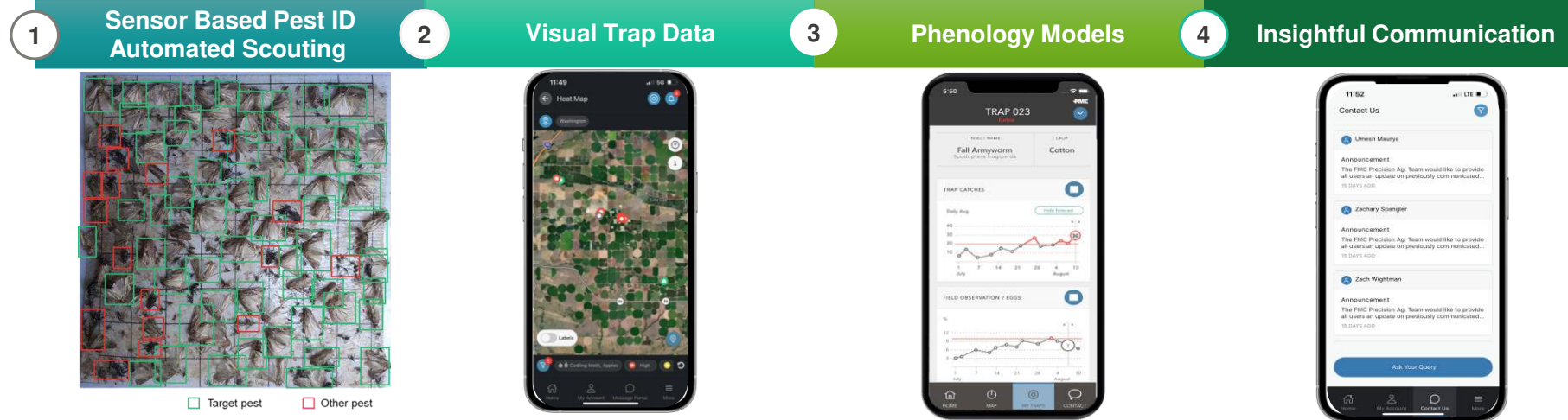
# Arc™ farm intelligence and Smart Traps V. Bruce Steward, Ph.D.



# What is Arc™ farm intelligence?

A network of in-field sensors feed data into Arc™ farm intelligence to aide growers and their advisers in crop scouting and application timing for weeds, diseases and insect pests

FMC Precision Agriculture solutions enable growers and their advisers to operate more effectively and sustainably through the power of data and machine learning



## SCOUTING EFFICIENCY

More efficient scouting, saving time and reducing resource needs

## ENHANCED SUSTAINABILITY

Lower input costs, more precise pressure-driven product application  
Clearer justification for application

## GROWER ACTIVITY VISIBILITY

Clearer, more direct understanding of field level insights / demand generation

## TECHNICAL CREDIBILITY

Commercial conversations evolving to be more technical in nature gaining the trust of growers / channel partners

## DIRECT PRODUCT INFLUENCE

Differentiated insights grounded in data and conveyed via efficient digital platform

# What are Smart Traps?

Automated pheromone traps used to capture agronomically important moths



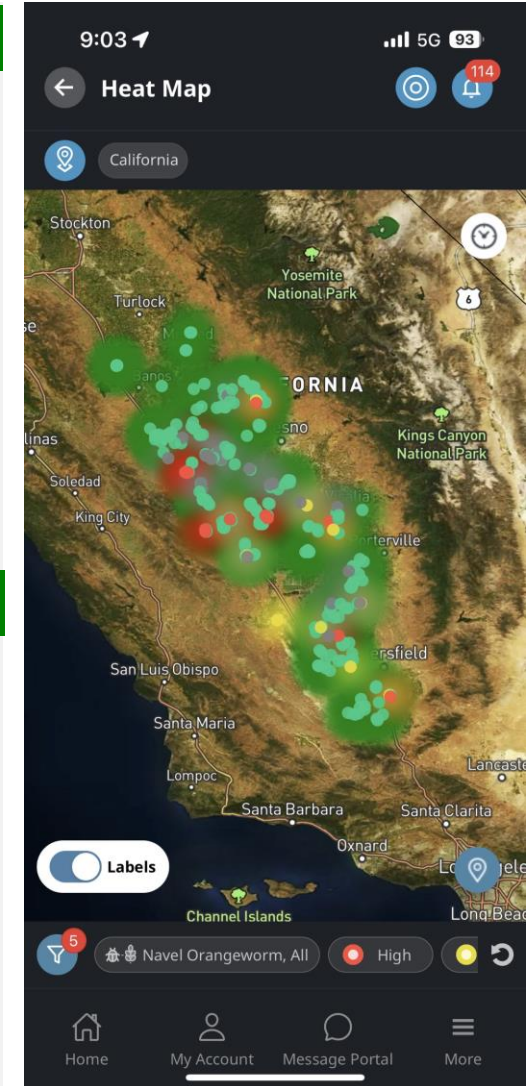
## Features

Trap sensors capture **daily images** of the liner inside the trap and a pest identification intelligence model is applied to count the number of target pests

- Ability to see trending peak pressure
- Easily determine biofix dates
- Connected to a network of satellite weather points to run Degree Day models at a trap level

## Hardware

- Field tested to ensure ease of install, reliability, and accurate measurement delivery
- Built-in cellular modems with universal SIM cards
- Built-in GPS automatically locates the sensor
- Built-in solar panel keeps the battery charged

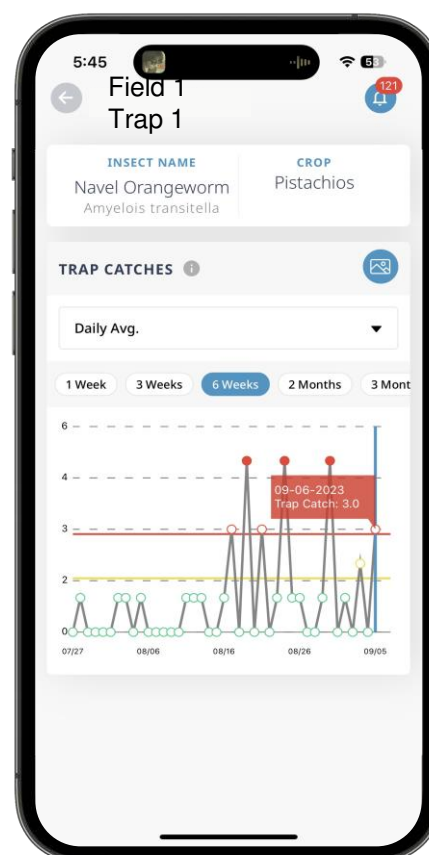


# Arc™ farm intelligence analyzes and displays your daily pest data in one user-friendly interface



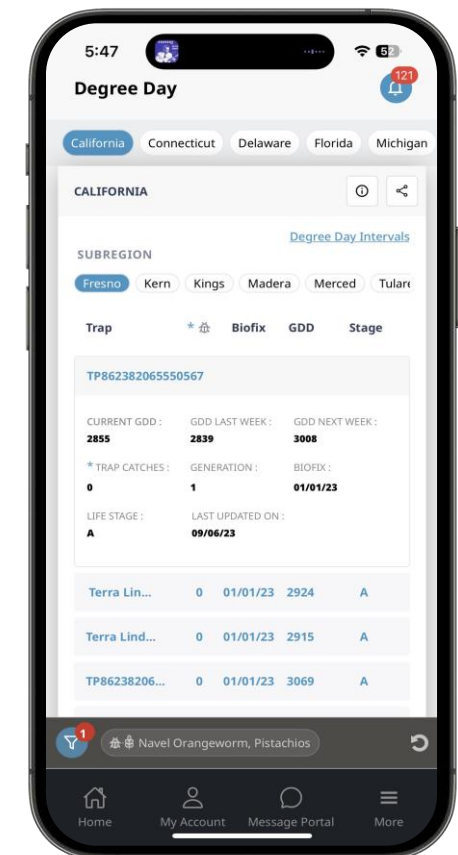
## Understand Regional Pest Pressure

- The Heat Map displays regional trends in pressure.
- Sort and search your traps in the My Traps list.
- Data privacy upheld through advanced permissions system



## Receive AI Generated Pest Counts and Daily Images from Your Trap

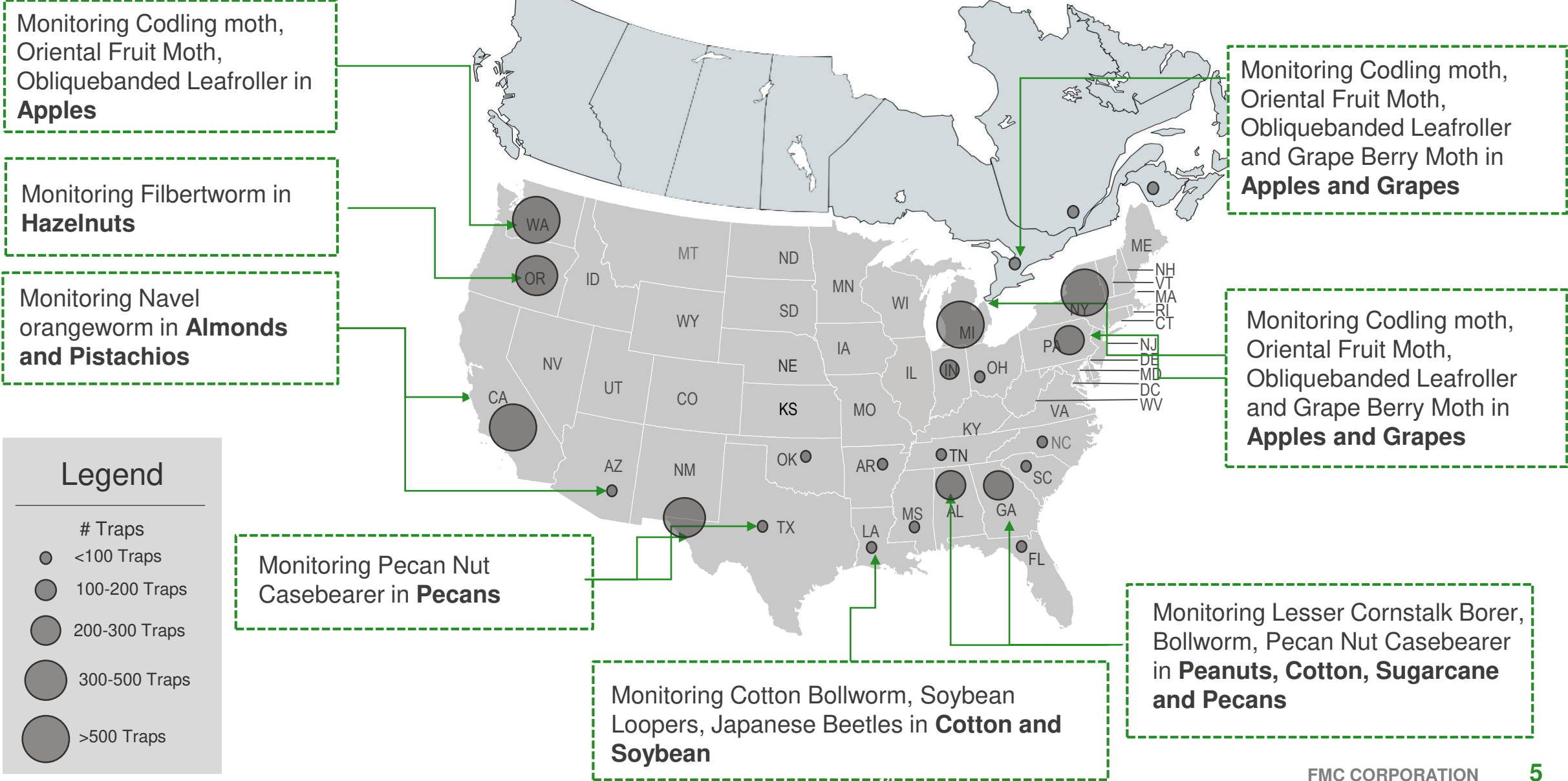
- FMC Smart Traps display an image of the trap liner in the App daily.
- An artificial intelligence algorithm identifies the pest and displays counts in four different ways.
- View the trap image to visually inspect your catches.



## Track Pest Phenology

- Track degree day accumulation using local weather from Arc™ farm intelligence.
- Log your biofix dates.
- View degree day accumulation forecasts.
- Generate degree day reports.

# 2024 Arc™ farm intelligence Deployments Across North America



# In 2024 we collected second year pest pressure data at-scale

Year over year insect phenology data capture seasonal variation in phenology and drive precision intervention timing

## Overall Pressure:



Overall pressure in orchard crops was ~2wks earlier due to warm spring weather, but consistent with 2023.



Overall pressure in row crops was low due to wet weather and unfavorable conditions, apart from Lesser Cornstalk Borer in the early season.

## Multi-Season Data Enables:



The power to build predictive models



Phenology data informs precise application timings

