

Monsanto using weather-monitoring system from Madison startup

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Monsanto is using a weather-monitoring system from a Madison-based startup to improve farming operations in Argentina.

Understory's weather network relies on a distributed system of sensors that provide insight to customers on rainfall, temperature, humidity and evapotranspiration — a measure of moisture loss in plants. It can also display where plants are in their life cycles.

Monsanto will use this information to inform decision-making related to irrigation, seed production and harvesting.

Giovanni Piccinni, Monsanto's global supply chain field optimization lead, says: "We anticipate this being an important and valuable partnership."

"Understory provides the only technology necessary to make hyper-local weather valuable for operations management in agricultural areas where local weather information is not accurate," Piccinni said. "With localized accurate data, growers can streamline operational challenges and boost economic outcomes."

See more at WisBusiness.com.