Abstract

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Mapping the Enterprise Database
Track: Agriculture
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The Potash & Phosphate Institute produces agronomic literature for crop consultants including periodicals, bulletins, and brochures. PPI is using ArcGIS to map the distribution of their publications in relation to the distribution of crop acres, certified crop advisers (CCAs), and other factors. Using ArcGIS, PPI has learned more about the patterns of distribution and has identified areas in need of increased coverage. This talk shows how PPI adapted this new technology to monitor and manage publication distribution. It also discusses how ArcGIS can be used in agriculture for business decisions beyond the realm of precision agriculture.

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