



MAP OF AG

## Press Release

10 December 2018 - Woodbridge, UK

Immediate Release

# Leading agricultural insight & data research group acquires further precision farming company

Map of Ag, a leading provider of agricultural insight and knowledge to the agri-food industry, has acquired Precision Decisions Ltd, further expanding its data reach capabilities.

This acquisition, complemented by the recent acquisition of Evidence Group (EBVC) in the veterinary animal health sector, is key to Map of Ag's strategy to derive insights and provide valuable data to the food and agricultural supply chain. Precision Decisions provide a range of products and services to the agricultural sector including precision soil sampling, market leading sensor technologies and variability mapping solutions through their MiFarm™ platform, as well as a range of consultancy services. They are focused on developing new technologies to provide data, insights and image analyses which enable farmers to manage their farm and field variability and make better, data-driven decisions.

Map of Ag Founder, Forbes Elworthy said of the acquisition, "Our purpose is to connect agricultural and food industries via data so that we have better information, better communication and better, more profitable businesses as a result. Precision Decisions' expertise in precision farming methods, soil health and farm IT solutions is a significant step in achieving a transformational and global agricultural information platform, which will empower farmers in decision making, as well as providing farm-based analyses and insight to the agri-food supply chain."

Precision Decisions Managing Director and founder, Clive Blacker added, "We are on the cusp of an agricultural data revolution and connectivity is the holy grail. As we advance data capture tools and insight, the way we farm will change dramatically along with the ability to improve food

production for an ever-increasing global population and raise profitability of farms.” In July 2018 Precision Decisions won the Future Food Award at the BBC Food and Farming Awards for its Hands-Free Hectare (HFH) project.

Agriculture and food production as an industry collects enormous amounts of data from farming, processing and packaging right up to when the food reaches consumers’ plates. These recent acquisitions provide Map of Ag with the foundation to create an agri-tech data powerhouse, where capturing, enriching and managing this data will enable its customers to continually generate valuable, actionable insights for the agri-food supply chain and farmers alike.

## ENDS

### Press Contact:

Rebecca Lewis  
[press@mapof.ag](mailto:press@mapof.ag)  
t: 01394 389250

### Notes to editors:

Founded in 2012 by New Zealand farmer, Forbes Elworthy, Map of Ag is a global pioneer in agricultural analysis and modelling technology.

Powered by innovative data organisation technology, data modelling and pioneering analytics, their solutions enable sound decision making for any business within the agri-food supply chain based on accurate, timely information.

Map of Ag provide services on a global basis from offices in the UK, Argentina and New Zealand.

UK address: 15-16, Deben Mill Business Centre, Old Maltings Approach, Melton, Woodbridge IP12 1BL

[mapof.ag](http://mapof.ag)

Precision Decisions grew out of a family farming business and provide solutions to improve a farm’s performance, based on sound agronomic expertise and engineering technology.

Registered Office: The Old Station Works, Station Lane, Shipton by Beningborough, York YO30 1BS

[precisiondecisions.co.uk](http://precisiondecisions.co.uk)

