

# TalkingFields® Base Map

The **TalkingFields® Base Map** shows statistically significant, persistent patterns of relative biomass. The satellite-based **TalkingFields® Base Map** is calculated from multi-year satellite data to exclude influences of current weather conditions and different crop types.

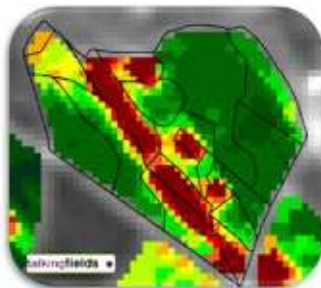
## Validation of the TalkingFields® Base Map:

The quality of this product has been proven by several validations. Validation of our measurement methods has been done via direct comparison with other widely recognized methods like e.g. the German Reichsbodenschätzung, EM38 electrical conductivity measurements or yield maps from combine harvesters.

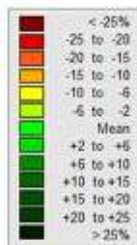
## The satellite-based TalkingFields® Base Map:

- shows different site-qualities within the fields.
- can be used as information source for the creation of application maps.
- mapping of site-characteristics, also in combination with other methods.
- allows large-scale analyses at a budget price.
- can be used as a basis to evaluate the cost-effectiveness of site-specific crop management

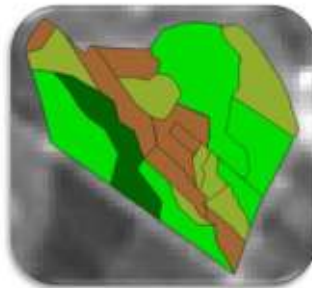
In the images below, you see on the left side the calculated persistent relative fertility, the satellite-based **TalkingFields® Base Map**. The next two images show the results of the farm soil map and the EM38 electrical conductivity measurements. The patterns calculated by our considerably cheaper method widely match the two other measurement methods, without having to buy extensive data sets or having to conduct own measurements in the fields.



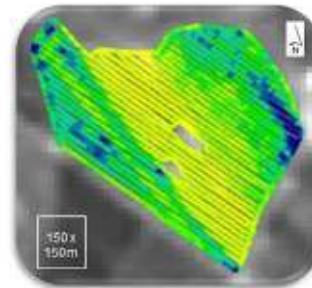
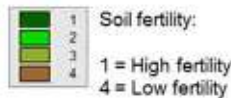
**TalkingFields® Base Map**  
(superposed with contours of farm soil map)



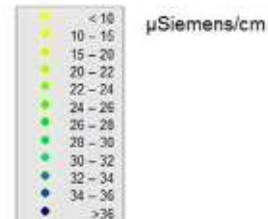
Persistent relative biomass in %



**Farm Soil Map**



**Electrical Conductivity (EM 38)**





Currently, we offer the processing of data for fields with a size of 1 ha and above. Large farms receive a quantity discount. The **TalkingFields® Base Map** can be delivered worldwide.

Should processing of parts of your areas not be possible, then these areas will not be taken into account in the cost calculation.

- Thus, you will only pay for the areas for which we can deliver our products.

When ordering this service you will receive the following products:

Product name	Description	Recommended retail price in €/ha (excl. VAT)	Unit	Output format
<b>TalkingFields® Base Map</b>	Shows the persistent relative fertility	5 € excl. VAT* *Discounts are available for large orders.	%	TalkingFields®-XML, Point-Shape-Files, raster data

The delivery of the **TalkingFields® Base Map** includes:

- **TalkingFields® Base Map** showing the persistent relative fertility in percentage values in % (% derivation of the field average, which is defined as 0).
- Spatial resolution in a fixed raster cell size of 10 x 10m.
- Delivery in NEXT Farming Pro compatible format or as point-shape file which can be read by most prevalent agricultural software packages which include GIS functionality.
- Activation of the TalkingFields® Economic Evaluation Tool in your NEXT Farming Pro Version to calculate the savings with site-specific crop management

Upon receipt of an order we require the boundaries of the ordered fields **as well as** of non-target areas within the field (e.g. hedges or groups of trees), preferably in TalkingFields®-XML-format.

Additionally, we can of course offer you the agricultural software with which you can import this data and further process it to e.g. application maps. Information on this can be found here: [www.nextfarming.de](http://www.nextfarming.de)

If you would like to place an offer or have additional questions about our product please contact us by using our email address [info@talkingfields.de](mailto:info@talkingfields.de) or our phone number +49 89 45 21 614 22.

Additional information can be found at [www.talkingfields.de](http://www.talkingfields.de).