



ESRI Announcement at Booth # 1900 USDA Foreign Agricultural Service Signs CRADA with ASRC Management Services (ASRC MS)

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The USDA Foreign Agricultural Service, Office of Global Analysis (OGA), International Production Assessment Division, IPAD (formally known as PECAD) and the USDA Agricultural Research Service signed a cooperative research and development agreement (CRADA) to collaborate on the further development of Crop Explorer, with ASRC Management Services, of Greenbelt, MD.

The Crop Explorer current site can be accessed through

<http://www.pecad.fas.usda.gov/cropexplorer/> . In order to learn more about Crop Explorer and ASRC MS please stop by the Global Marketing Insights, Inc. and ASRC MS booth #1900 at the 28th Annual ESRI International User Conference, August 5-8, 2008, San Diego, CA Convention Center.

OGA/IPAD is responsible for global crop condition assessments and estimates of area, yield, and production for grains, oilseeds, and cotton. Their primary mission is to target, collect, analyze, and disseminate timely, objective, useful, and cost-effective global crop condition and agricultural market intelligence information.

OGA/IPAD is responsible for producing monthly world-wide crop production estimates for selected crops reported in the monthly World Agricultural Production (WAP) report. Crop Explorer is a tool which provides the USDA FAS analysts with agriculture analysis information using satellite imagery and ancillary information quickly and cost effectively.

The USDA FAS developed Crop Explorer in 2000 as a deliverable for the Hurricane Mitch and George Reconstruction projects. In its reconstruction efforts, USDA identified several shortcomings in agricultural infrastructure information, one of which was near real-time crop condition information. Crop Explorer was designed to provide near real-time information regarding crop condition for the affected countries—Honduras and Nicaragua.

Crop Explorer provides USDA FAS global agriculture crop condition products. Additionally Crop Explorer has evolved into a web portal consisting of internal and external linkages. Internal linkages connect directly to map and chart product types; the Commodity Intelligence Reports; the World Agricultural Production (WAP) circular; Production Briefs; FAS Attaché Reports; and the FAS Production, Supply and Distribution (PSD) database. External linkages retain the Crop Explorer interface while connecting to NASA/MODIS Rapid Response; NASA/MODIS NDVI at UMD; NASA/Global Reservoir; USGS/GLOVIS; TRMM-MPA; and the FEWS network.

As economic pressures continue to grow, from globalization, population pressures, resource depletion, global warming, etc., the demands on IPAD analysts have been increasing rapidly. Accordingly IPAD

needs to rely increasingly on more sophisticated technology systems to increase the efficiency of its analytic practice. The USDA FAS has taken Crop Explorer to its current technology and product limits. Dr. Bradley Doorn, Remote Sensing Program Manager for the FAS stated, "I am delighted to be involved in the CRADA with ASRC MS. Crop Explorer has proven to be a tool which is utilized worldwide to assist in making critical agricultural decisions. This CRADA will infuse new and innovative technology into Crop Explorer which will allow improved access to USDA and other users to global crop conditions around the globe. Our collaboration with ASRC MS, the USDA Agricultural Research Service and the original USDA FAS Crop Explorer team of Bob Baldwin, Curt Reynolds, and Robert Tetrault will improve Crop Explorer and allow it to continue to be a valuable input to those in need of crop yield and forecast data."

Tim Lewis, President, ASRC MS stated, "The CRADA is one of the principal mechanisms used by federal facilities to engage in collaborative efforts with non-federal partners to achieve goals of technology transfer. With our current knowledge of the USDA FAS this technology transfer of Crop Explorer will allow us to continue to serve the USDA and other global clients by providing an Advanced Crop Explorer which will be an extremely useful and timely input into critical crop yield and forecasting models globally." ASRC MS has already begun its investment in Crop Explorer by supporting the USDA ARS for the development of advanced algorithms in carbon and crop residue management and other remotely sensed products.

About USDA FAS:

USDA's Foreign Agricultural Service (FAS) has the primary responsibility for USDA's international activities—market development, trade agreements and negotiations, and the collection and analysis of statistics and market information. As such a primary mission of FAS is to target, collect, analyze, and disseminate timely, objective, useful, and cost-effective global crop condition and agricultural production information. The purpose is to provide unbiased commodity estimates and forecasts to create a marketing edge for U.S. producers in world markets. For more information contact Dr. Bradley Doorn, Remote Sensing Program Manager at brad.Doorn@usda.gov or call 202-690-0131.

About ASRC MS:

Established in 1972 Arctic Slope Regional Corporation provides a wide range of capabilities in the commercial and government sectors with lines of business in: Aerospace, Base and Range Operations, Construction, Security, Engineering, Professional Services, Communications, Information Technology Services, Field Services and GIS and Geospatial Services. ASRC MS is responsible for the operation and development of the Crop Explorer site in coordination with the USDA FAS team. For more information contact Don Brown, Program Manager, ASRC MS at donald.brown@asrcms.com or call 202-720-6593 J. Edward Kunz, ASRC MS Geospatial Program Manager, ed.kunz@asrcms.com or call 301-837-5354.

About USDA ARS:

The Agricultural Research Service (ARS) is a scientific research agency of the U.S. Department of Agriculture, with the mission of finding solutions to agricultural problems that affect Americans every day from field to table. ARS conducts research to develop and transfer solutions to agricultural problems of high national priority and provide information access and dissemination to ensure high-quality, safe food, and other agricultural products, assess the nutritional needs of Americans, sustain a competitive agricultural economy, enhance the natural resource base and the environment, and provide economic opportunities for rural citizens, communities, and society as a whole. For more information contact, Dr. E. Raymond Hunt, Jr., Research Physical Scientist ,USDA-ARS, Hydrology and Remote Sensing Laboratory, Beltsville, MD at 301-504-5278, raymond.Hunt@ars.usda.gov .

About Global Marketing Insights, Inc.:

Global Marketing Insights, Inc. provides a wide range of business planning and market research services, including targeted product/service market studies and competitive market research. Global Marketing Insights, Inc. provides strategic planning and market research to government agencies and private sector firms seeking to develop their geospatial business interests. Global Marketing Insights Inc. continues as a subcontractor to ASRC MS providing market research and business planning capabilities. Global Marketing Insights, Inc. is the author of the 2005-2015 International Remote Sensing Study and the 2006-2016 Asian Remote Sensing Study and is currently completing the market research for Africa under a US Geological Survey Contract. For more information contact Sherry Loy, Geospatial Market Specialist at: sherryloy@globalinsights.com or 216-525-0600.
