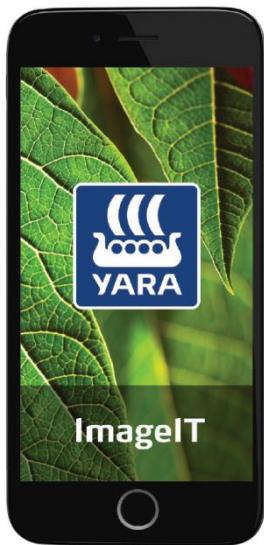


Precision Farming tool becomes free for European Farmers



Tailored crop nutrition is key for protecting the environment and for farmers' profitability.

In oilseed rape, nitrogen needs can vary tremendously from one farm to the other and from one year to the other, within a range of 20 to 150 kg/N. In turn, farmers need to adapt their crop nutrition program to apply the right amount of fertilizer at the right time, based on the plant needs.



Yara ImagelT app measures nitrogen uptake during the growth cycle, based on crop photographs taken on the user's smartphone. The app also generates an intelligent recommendation for adjusting the fertilization program based on measurements.

With **25,000 downloads in Europe**, ImagelT is becoming more and more popular among farmer and agronomists, and Yara has decided to offer it **completely free of charge**. European farmers thus have free access to a high-tech precision farming tool.

In addition, whilst it was originally developed for oilseed rape, the ImagelT app also works on wheat and barley in many European countries.

How does ImagelT work?

ImagelT turns a farmer's smartphone into a high-tech crop nutrient tester! The app analyses crop photographs for leaf cover and green leaf area by classifying and counting pixels in the photographs as well as filtering noisy areas.

This allows to estimate crop biomass and nitrogen content, to identify nitrogen requirements and provide a field specific recommendation. [Click to learn more](#)

Download it now for free

The latest version of Yara ImagelT can now be downloaded without surcharges on Apple, Android and Windows devices.

If you are viewing this on a PC, to download the app please capture the 'QR Code' using your mobile device.

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