

CASE

STUDY:

GEO

ANALYSIS

We helped Map of Agriculture to discover which crops maximise the capital value of land in Marlborough through some smart geo-analysis and visualisation. Now they can help farmers to make informed decisions and maximise profits.

Map of Agriculture is a leading provider of insight and knowledge to the agri-food supply chain, delivering pioneering analytics, modelling and research. Their research studies gather information and build a detailed picture on farming issues and trends. They collect and communicate farmers' views and opinions on key farming issues to the wider industry.



1 - CHALLENGE

Map of Agriculture had gathered data on New Zealand farms to study the impact of land use change on land values in the Marlborough area, and they needed some geo-help to analyse it. Crop choice was the big question - were high-producing grasslands or vineyards a better choice in terms of return on investment? Which conditions were prime for each crop? Farmers needed the information to be prepared, to evaluate risk and take action to prevent loss. Identifying the optimal crop is essential to maximise profits and ensure long-term land capital value.



3 - RESULTS

An in-depth geo-analysis of the data, along with an easy-to-understand web-map, enabled Map of Agriculture to understand their data, and specifically the optimal use for land in Marlborough. That in turn helps them to help farmers – their customer – to make better, more informed decisions about how to maximise the value of their land.



2 - SOLUTION

We took the data that Map of Agriculture provided, used our geospatial smarts and analysed land use change - from grasslands to vineyards in Marlborough - over a 15-year period. The overarching goal was to determine correlation/causation between land use change and its capital value. We then produced an in-depth report for Map of Agriculture to use along with a web portal that displayed the data in an easy-to-visualise map form.

