



A P O L L O

Press Kit



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APOLLO is an EU project aiming to develop a suite of precision agriculture advisory services for crop management aimed primarily, but not exclusively, at smallholder farmers, farmer's associations and agricultural consultants.

Features

- Affordable, accessible and easy-to-use
- Any time or place, for many crops on multiple devices - APOLLO services are readily accessible
- Built for farmers, with farmers: APOLLO is designed with the help of real farmers to make it user-friendly and easy to navigate

Challenges

- Farmers need to increase productivity whilst remaining competitive and environmentally friendly
- Earth's population is growing rapidly, and there is less land available for agriculture. Therefore, agricultural and environmental sustainability are key factors.
- Farmers need to keep up with environmental standards and legislation.
- Smallholder farmers in particular, struggle to access expensive, complicated high-tech solutions.

Services

The services are based on combining a wealth of data from different sources (e.g. satellites) and will provide farmers with daily information in four key areas: 1. Tillage scheduling, 2. Irrigation scheduling 3. Crop growth monitoring, and 4. Crop yield estimation.

Read the first Press Release [here](#). Find the [brochure](#) and [leaflet](#) attached and online.

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