

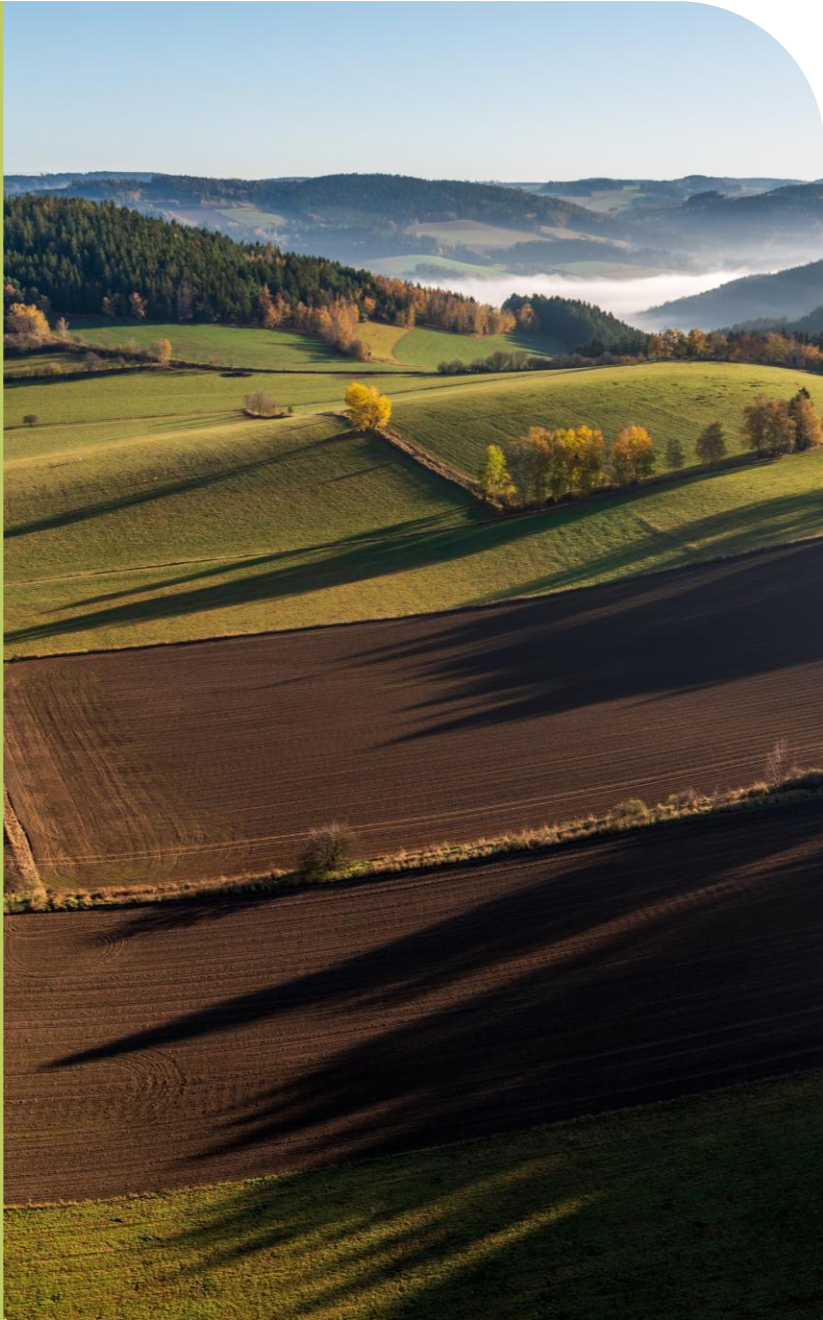


TERRANIS

EARTH OBSERVATION FOR SUSTAINABILITY

TERRANIS Presentation for SeBS 360





OUR EXPERTISE

TERRANIS: WHO ARE WE?



SME specializing in the design of geoinformation services, founded in 2014 by two Airbus Defence & Space executives.



4 business segments: Agriculture, Viticulture, Land Use Planning and Forestry, each with dual expertise in the field and remote sensing



20 employees: experts in agronomy, viticulture, geomatics, remote sensing and artificial intelligence

OUR EXPERTISE ON


FIELDS OF ACTIVITIES




PRECISION AGRICULTURE
Irrigation control, crop development monitoring and cover crop enhancement



PRECISION VITICULTURE
Optimizing harvests, reducing inputs, detecting water stress and monitoring planters



LAND MANAGEMENT
Mapping the urban green grid, assessing citizen comfort and identifying heat islands



FORESTRY
Characterization of tree species, detection of burnt forest areas and regeneration monitoring





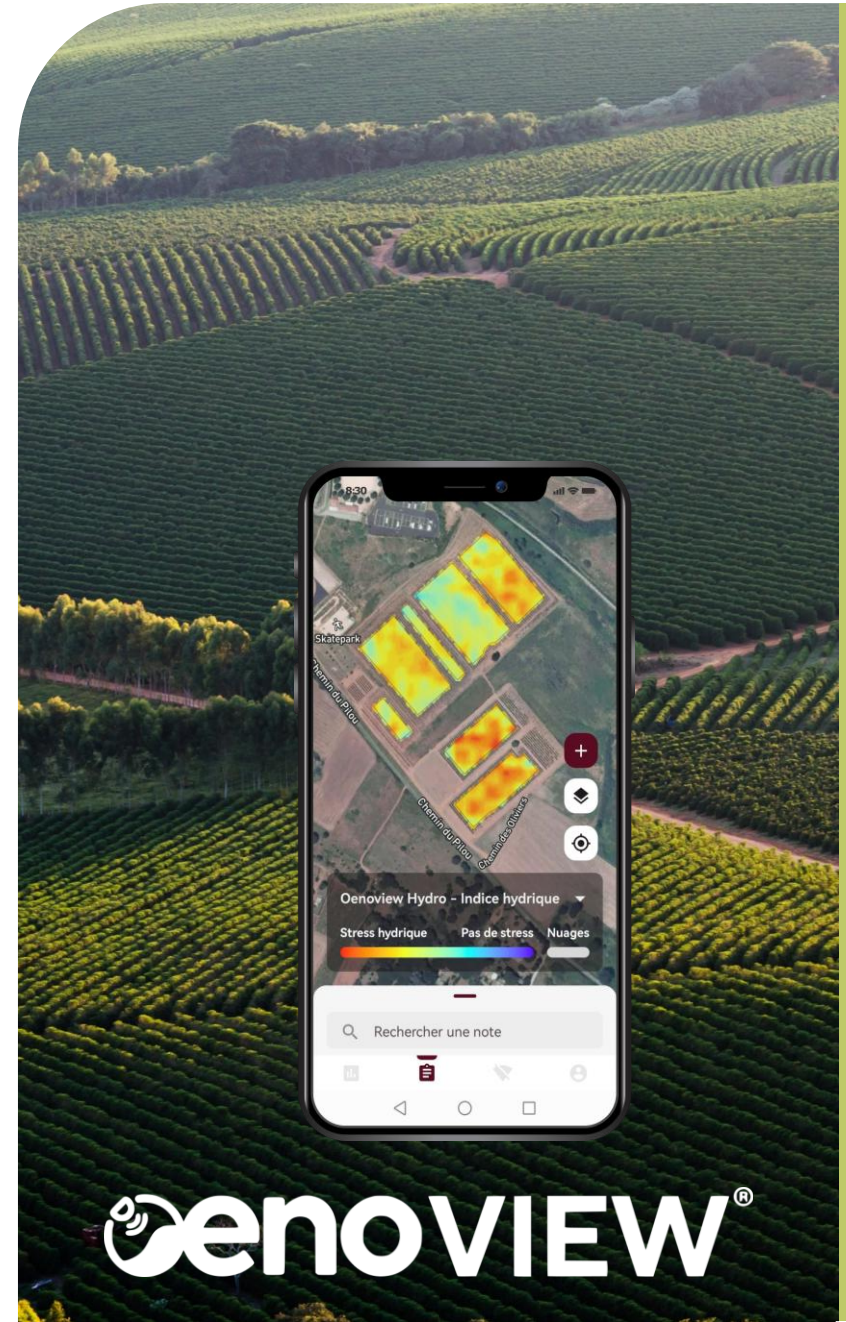
VITICULTURE

VITICULTURE

OENOVIEW®, SERVICES TO MANAGE VINEYARDS

Oenoview® is a range of precision viticulture services using satellite imagery, co-developed with the ICV Group, dedicated to :

- **Harvests planification** : Allotment planning and optimization.
- **Fertilization Management**: Control and optimization of nitrogen fertilization.
- **Planter monitoring**: Monitoring the development of young plants.
- **Hydric stress** : In-season control of plot water status.



En partenariat
avec



OENOVIEW®

How did we manage the SeBS study with EARSC?

Oenoview® is the result of a close collaboration between:

- Terranis, specialized in remote sensing and satellite image processing
- and ICV (Institut cooperative du vin), a company located in Montpellier which delivers products and recommendations to the winegrowers mainly in the South of France both for vines handling and for wine making (specialized in oenology).

In the frame of the SeBS study held in 2019, both structures (Terranis and ICV) were thus involved in complementarity:

- **ICV for handling** the interviews with the winegrowers,
- **Terranis for** better identifying what kind of information can be provided by EO monitoring services over the vineyards.

As for all SeBS studies, the main objectives were to quantify the added value obtained by using Sentinel and other Satellite images processing:

- First by assessing with the winagrowers the **different components of the costs value chain** during the growing season,
- Then by trying to quantify what could be the benefits brought by the Oenoview services: **costs savings and/or additional revenues coming from wine quanlity improvement).**



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What were the lessons learnt from SEbS study?

1. It is not easy to get access to the real costs structures of the winegrowing exploitation: the farmers are rather reluctant to disclose the actual figures, and the fact of handling the interviews with ICV was absolutely necessary.
2. It is much easier to identify potential costs savings (in this case mainly the savings in fertilizers applications thanks to selective fertilizing) than to quantify (and recognize) additional revenues coming from quantity improvement in the wine quality: the market behaviour is a complex subject with a lot of uncertainties.
3. It is almost impossible to quantify the gains for environment (like irrigation water savings), until these elements are not clearly monetized (the farmers don't pay for water use in France...).
4. Indeed the main lesson learnt from the Sebs study was to modify the marketing messages for Oenoview presentations, by always starting to rebuild with the winegrowers their own costs structures and to quantify with them the expected costs savings that Oenoview can bring



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What has changed after the SeBS study?

SAVINGS FOR OUR CUSTOMERS THANKS TO OENOVIEW

oenoVIEW®
VENDANGES

- ✓ 50% of plots sold at a higher price
- ✓ 70% of plot visits avoided

oenoVIEW®
FERTI

- ✓ 30% fertilizer savings without yield loss
- ✓ 80% more homogeneous plots

CLIENTS REFERENCES

