

PRESS RELEASE



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FIRST & EarthOptics Announce Soil Analysis Collaboration

Champaign, IL & Minneapolis, MN (2/5/25) — Farmers Independent Research of Seed Technologies (FIRST), the nation's preeminent independent variety trials, and EarthOptics, the leader in soil digitization and predictive agronomy, announce a collaboration in which EarthOptics will be the sole provider of Soil Sample Analysis for the 2025 FIRST Trials.

EarthOptics will provide a TruNutrient and TruBio analysis on samples from every FIRST plot for the 2025 season. This analysis will highlight soil fertility while identifying many soil and foliar pests and pathogens. By combining the strength and history of the FIRST Trials with the cutting-edge soil analysis from EarthOptics, farmers will have a better understanding of soil's impact on yield performance.

"FIRST has long been a leader in the world of independent variety trials. This collaboration will help give farmers better insight into the seed genetics being offered by our seed company sponsors. FIRST is here to give farmers independent information; EarthOptics will help us provide even better information." - Matt Dahle, FIRST Business Manager

In addition to summarizing soil data in FIRST's individual plot and region reports, FIRST and EarthOptics hope to provide new insights to characterize how fertility and soil biology affect yields for hybrids and varieties offered by the seed industry.

"So much of seed performance is shaped by the soil environment—fertility, pest and disease, and soil biology can support or knock back plant performance. With EarthOptics we can predict these risks before planting. By partnering with FIRST we can use our comprehensive soil analysis to help explain why and where a given seed performs well, which will help inform smarter decisions at planting", says Cam Norgate, Chief Product Officer and Co-Founder of EarthOptics.

EarthOptics soil analysis will begin in 2025, and FIRST Harvest Reports will be released in the fall of 2025.

ABOUT FIRST - Farmers Independent Research of Seed Technologies (FIRST) provides timely unbiased comparisons of innovative seed genetics to improve yield and profitability for American corn and soybean farmers. From Kansas to Ohio and North Dakota to Missouri, FIRST Managers operate test plots in cooperation with local farmers. Farmers and others interested in FIRST seed performance information should visit: www.firstseedtests.com.

ABOUT EarthOptics - EarthOptics leverages advances in soil-sensing technologies, genomics, and data science to give farmers and ranchers actionable insights into their soil's chemical, physical, and biological properties. By combining cutting-edge lab-based analysis with leading field-based sensors, we unlock a wide range of predictive insights that help farmers and ranchers optimize their spending and unlock sustainable farming opportunities. EarthOptics has offices in Raleigh, North Carolina; Emeryville, California; Arlington and Blacksburg, Virginia; Minneapolis, Minnesota; and Fayetteville, Arkansas, along with two laboratories in Emeryville, California and Memphis, Tennessee. To learn more, visit www.EarthOptics.com

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