

## MEET THE MARKET CHANGERS

SoilOptix® sensor mounted on the front of a collection vehicle.



### SoilOptix® Inc.

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Number of employees: 7

Number of U.S. and  
Canadian dealerships:  
US-1 Canada-4

### Key Contacts

Owner & Founder – Paul Raymer

North American Sales Manager  
– Zach Harmer

## SOILOPTIX® INC.

SoilOptix® is “raising the bar” in the world of soil measurement. This exciting new technology is offering high resolution soil nutrient and textural map data. These maps can be a compliment to the various other data sets that are used to manage the in-field variability.

In 2010, this technology was adopted by Paul and Barry Raymer from a European university researcher. Upon fine tuning the SoilOptix® system as a premium agricultural mapping product run under their family-run company, Practical Precision Inc.; they began offering the service to the agricultural community across Ontario and Eastern Canada. In 2017, the SoilOptix® product had grown to become a standalone corporation. SoilOptix® Inc. is now offering the packaged service providing hardware technology for agronomists, consultants and ag retailers to compliment into their current businesses.

The SoilOptix® system begins with a passive, non-contact geological based sensor, that detects the soil’s naturally emitting, low level radiation or spectral decay. Coupling this stable soil measurement energy with traditional physical soil lab results, SoilOptix® delivers up to 30 different soil property map layers with at a density of 335 data points per acre, or a point every 11½ feet. This solid, rich information can be easily

molded into developing VR prescriptions for soil property amendments (fertility), seeding, or water management. It is SoilOptix® Inc.’s mission to deliver the highest quality soil information possible for building sound decisions towards their fields variability. SoilOptix® Inc. works very closely with their service providing partners to ensure high quality and support standards are met for the end customer. In parallel, SoilOptix® Inc. is consistently researching and innovating new ways to advance their soil measurement technology to better serve the growing demands for today’s more efficient farming.

SoilOptix® Inc. is a proud partner of The 4R Nutrient Stewardship Program, and was honored with the 2014 OFA Awards of Excellence - President’s Technology Award.

### PROPRIETARY TRADE NAMES

- SoilOptix® Inc. : High Resolution Digital Top Soil Mapping

### FEATURED PRODUCTS FOR 2018-19

We are continuously researching our sensor and technology and updating our digital mapping programs, and we are proud to offer a new generation of sensors to better serve our clients.