

# RHIZA

## Farming Made Simple.



Part of: **Agrii**

Powered by: **CONTOUR**  


# Digital Farming Made Simple.

RHIZA is your fully integrated digital farming and agronomy service tailored to arable, grassland, and horticultural farms across the UK.

We combine satellite imagery, precision tools, cropping, soil and on-farm data; with expert agronomic advice to help you make faster, smarter decisions without adding complexity to your day.

With guidance from over 40 local and national experts on hand, we support growers like you in making decisions that are not only profitable, but sustainable and compliant too. You'll improve yields, reduce risk, optimise inputs, and save valuable time - all while staying compliant and sustainable.

Because RHIZA is backed by Agrii's industry-leading research - covering over 40,000 trial plots and a nationwide network of Digital Technology Farms - you'll benefit from solutions that are tested, trusted and proven to work.

**Digital farming doesn't have to be complicated.**

**It just needs to work.**

# How it works



A leading provider of agronomy services, technology and strategic advice

**RHIZA**

Previously SoilQuest

Digital Agronomy, Precision Farming  
and Soil Mapping Service

**CONTOUR**



Digital Farming Platform



Our digital farming platform  
Contour underpins RHIZA's  
mapping, planning and variable  
rate tools and is widely used by  
Agrii agronomists and growers  
for record keeping, compliance,  
nutrient and variable  
rate planning.

# Packages.

The Contour platform combines advanced digital tools, with RHIZA's agronomic expertise to deliver tailored data-driven support directly to your farm.

Choose the right package to match your needs:

We keep things simple.

FREE

## BASE PACKAGE

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- ClearSky Cloud Free-Imagery
- Cropping Record
- Hyperlocal Weather
- Contour Mobile
- Soil Data
- BYDV Forecasting
- Septoria Risk Level
- Yield Maps
- Reporting Suite
- Seed Calculator
- Whole Field Lime Planning

A great way to begin your digital farming agriculture journey. Includes essential features and it's completely free.

TAILORED PRICING

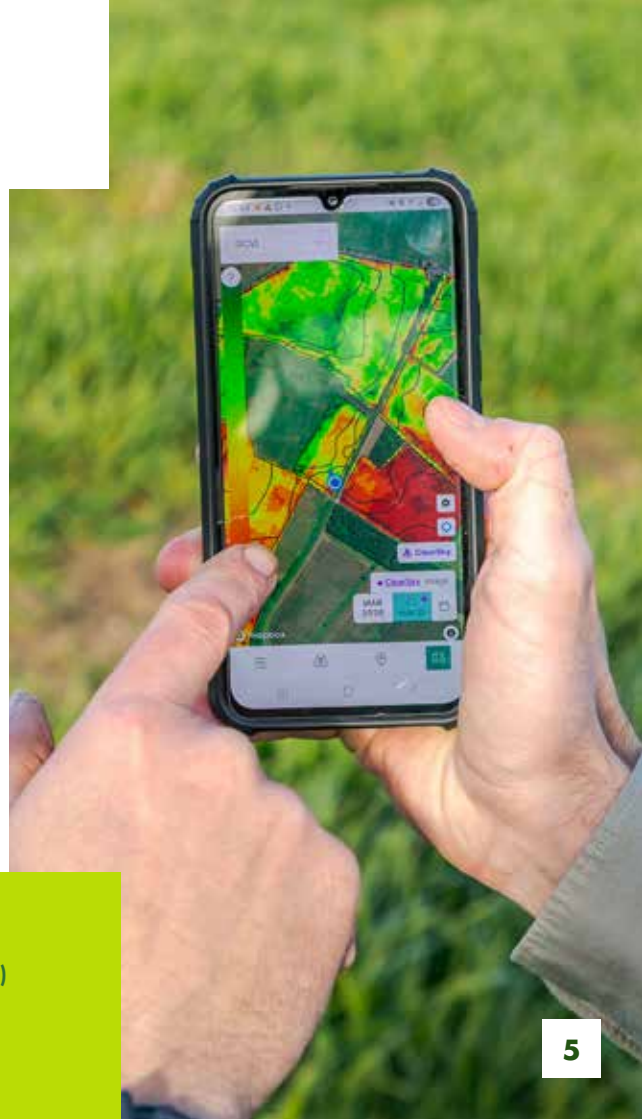
# PLANNING PACKAGE

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- Optical Satellite Imagery
- Integrated Pest Management (IPM)
- Cropping Record
- Hyperlocal Weather
- Contour Mobile
- Crop Growth Models
- Soil Data
- BYDV Forecasting
- Septoria Risk Level
- Yield Maps
- Reporting Suite
- Seed Calculator
- Whole Field Lime Planning
- Variable Rate Lime Planning
- Variable Rate Seed Planning
- Variable Rate Nitrogen Planning
- Variable Rate P & K Planning
- Environmental Planning
- Nutrient Management Planning
- SFI Planning
- NVZ Compliance
- Livestock Compliance
- ClearSky Cloud-Free Imagery
- Soil Management Planning (SMP)

Build your own service package. Choose only the services you need, including:

- Variable Rate Applications
- Nutrient Management Planning (NMP)
- Compliance Solutions





Advanced  
Agriculture with

# RHIZA

## Partnership with TELUS: The Next Step for Farm Management Systems

As Contour develops further into land-use management and SFI compliance, its focus remains clear: keeping things simple while helping farmers and advisers improve efficiency and margins.

The integration with TELUS Crop Management (TCM), the next generation Farm Management System replacing Gatekeeper and Muddy Boots, will bring farm benchmarking and gross margin mapping directly into Contour.

By connecting high-quality agronomy and farm data, Contour and TCM help farmers target spend more effectively and unlock the full potential of their land.



Scan the QR code to access video tutorials, user guides and testimonials:



## THE OPPORTUNITIES?

- 

Reduced Risk
- 

Improved Establishment
- 

Optimised Inputs
- 

Time Saved
- 

Compliance Confidence

Step 01 & 02

# Map & Sample.



## FIELDWORK

Accurate soil data is key to understanding field variability, helping to protect your most valuable resource while supporting better decisions and profitable crop production.

RHIZA combines over 20 years of soil mapping expertise with practical field knowledge to deliver tailored solutions for variable rate planning, compliance and agronomic decision-making.

Our FACTS-qualified advisers provide a professional, precise service, using the latest technology to deliver accurate, field-ready results.



## MAP

We use soil mapping to identify key soil variation across your fields, so you can target sampling and farm more precisely. These insights offer real value to your business.



## SAMPLE

Choose from whole-field sampling for compliance, zonal sampling for precision, or something more specialist. RHIZA has a solution that fits.

You benefit from the highest standards, with GPS guidance and hydraulic samplers used wherever possible to ensure consistent depth and volume in every soil core. With 3-5 years of applications and management decisions relying on these results, sampling quality matters just as much as quantity.

## Step 03

# Planning.

RHIZA gives you easy-to-use planning tools that help you make detailed application decisions, turning your data into actionable plans. Whether you're working with flat rate or variable rate, there's a tool to suit every farming setup, supported by a FACTS qualified advisor.



## SEED PLANNING

- Easily create variable rate seed plans using custom rules, based on soil data, imagery layers, and your knowledge of the fields
- Add scouted observations or draw polygons to fine-tune your maps and address in field issues such as variable establishment and weed pressure - setting your crops up for success from the start
- Use whole-field seed planning, available in the base package, to set different rates per field and accommodate varying TGWs, even without variable rate capability
- Generate detailed seed quantity summaries for ordering, along with job sheets and maps for accurate record-keeping

## NUTRIENT PLANNING

- Optimise your applications based on crop requirements and soil data, with RB209 integrated in the background
- Use tailored fertiliser plans to manage your inputs more efficiently and control operational spend
- Create variable rate or flat-rate plans quickly and with confidence
- To learn more, see the Nutrient Management Plan section within our compliance services on page 18





## NITROGEN PLANNING

- Make managing in-season variation easier with variable rate nitrogen, adjusting applications based on crop need, weather conditions, and your budget
- Rely on guaranteed satellite imagery for planning with RHIZA's Clear Sky 'cloud free' imagery product - the only precision provider to offer this
- Access a new image every six days through the Contour platform, helping you stay on top of crop performance throughout the season
- R&D-backed trials demonstrating the effectiveness of variable rate nitrogen in improving nitrogen use efficiency and optimising farm spend through Agrii's Digital Technology Farms initiative

## LIME PLANNING

- Give lime the same level of attention and accuracy as the rest of your nutrient planning - it's often overlooked but essential
- Use a simple planning tool to correct and maintain soil pH, supporting optimum nutrient availability and long-term soil health
- Create variable rate or flat-rate plans with ease, and generate job sheets and maps to simplify your lime applications

## FARMER TESTIMONIAL

# WG Fry & Son, Wiltshire

How variable rate technology is  
lifting yields on a Wiltshire farm



## KEY FARM FACTS



# 14

14 farm units  
under rental and  
contract farming  
agreements



Focus on  
winter wheat,  
including  
Group 1  
and 2 milling  
varieties



## CONTOUR



Uses RHIZA soil  
sampling and  
Contour for variable  
rate planning



Works with  
Agrii agronomist  
Roy Willis

## TURNING WEAKER AREAS INTO OPPORTUNITY

What if the least productive parts of a field could deliver the biggest gains? At WG Fry & Son in Wiltshire, Matt Fry is using variable rate drilling and fertiliser to replace one size fits all with data-led decisions, lifting average wheat yields by 1t/ha.

Farming 14 units under rental and contract agreements, the focus is on pushing yield where it pays. Working with Agrii agronomist Roy Willis, decisions centre on what extra yield will cost and where inputs deliver best return.

Each year, a 'challenge field' is used to test ideas and push performance. A key learning has been to lift the weakest areas, rather than relying on stronger zones to carry the field.

RHIZA soil sampling feeds into Contour, creating variable rate seed and nutrient plans sent straight to the tractor. Historical yield maps, soil data and analysis guide seed rates, typically varying by around 12 percent across a field.

Nutrition is managed through the season with variable P and K, protected urea and split nitrogen applications. NDVI imagery tracks crop performance, helping refine decisions in season.

Success depends on simple, reliable technology that keeps the whole team aligned and informed in the field.

## RESULTS AT A GLANCE

- + Average yields increased from 10t/ha to 11t/ha
- + Challenge fields expected to exceed 13t/ha
- + More consistent crop performance across fields
- + Improved targeting of seed and fertiliser inputs



## FARMER TESTIMONIAL

# David Campbell, JRT Campbell

Using soil data and variable rate  
technology to target inputs and cut  
fertiliser costs



## KEY FARM FACTS

> **230**

230-cow milking herd with  
replacements, housed and  
milked via Lely robots

> **166**

166ha grassland and  
winter cereals

> **CONTOUR**



Uses RHIZA soil sampling  
and Contour for nutrient  
planning and compliance

## DRIVING CHANGE THROUGH COST AND DATA

Rising fertiliser prices prompted JRT Campbell to rethink its approach. Becoming an AHDB Strategic Dairy Farm also highlighted where inputs could be reduced without affecting output.

“We were applying nutrients for offtake, but not checking if we needed them,” says David Campbell.

Switching to RHIZA soil sampling and mapping enabled variable rate applications across larger fields, improving accuracy and consistency. The farm has now gone five years without applying phosphate, using Agrii Start Release at establishment to unlock existing reserves.

Greater use of muck and slurry has improved nutrient efficiency, while variable rate potash has evened out application, with some areas needing 110 kg/ha and others just 60 kg/ha.

Moving away from blanket applications has reduced establishment costs, particularly in winter cereals. Capital spend has also been kept low, with a second-hand KRM spreader upgraded for variable rate use for around £600.

Detailed soil data revealed lighter land where lime was not lasting as expected. Targeted applications have since improved soil condition.

Contour now underpins nutrient planning, compliance and communication, with plans sent directly to contractors.

With clear data and accurate plans, the farm only buys what it needs, giving confidence and control over input costs.

## RESULTS AT A GLANCE

- + No phosphate applied for 5 years
- + Reduced fertiliser spend and establishment costs
- + Improved field consistency with variable rate
- + Better use of organic manures
- + Full compliance records in one system



# Digital Tools

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“Have we used what we apply better? Yes, definitely. And has that impacted margins? Absolutely.”



Henry Sweeting,  
L Sweeting & Sons



## SATELITE IMAGERY & CLEARSKY

You can access satellite imagery to help assess crop biomass, target field walking, and build variable rate plans. By providing you with NDVI and GCVI data, we help you monitor crops all year round. Through our partnership with Aspia, you also have access to ClearSky - an industry-leading, cloud-free alternative to traditional satellite imagery.



## WEATHER DATA

You will receive virtual weather data that is accurate to within 1km, giving you valuable decision-making tools at a resolution relevant to your farm. From identifying the best time to drill based on soil moisture and temperature, to planning optimum spray windows using windspeed, or looking at historical trends, this data gives you the best insights available when you need them.



## PEST AND DISEASE FORECASTING

Pest and disease models help you plan applications more effectively by providing detailed forecasts tailored to your farm's local weather conditions. Powered by real-time weather data from our partner, these forecasts have been developed through trials work carried out by Agrii's R&D department.



## MOBILE SCOUTING APP

Contour Mobile is a simple, powerful scouting tool, already used on thousands of farms across the UK. You can access satellite imagery, soil sample data, yield maps and historical observations - even offline. Record pests, weeds, and diseases, track problem areas, and log environmental schemes. Fully compatible with the RHIZA desktop platform and included with every package, Contour Mobile is the ideal scouting tool for both you and your agronomist.



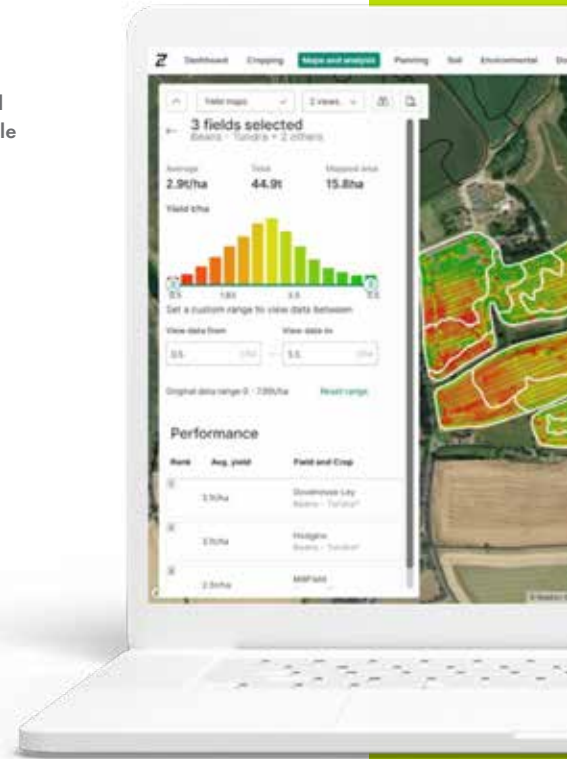
## YIELD MAPS

You can easily upload and analyse yield maps from all major manufacturer's within the Contour platform. Maps from any manufacturer can be uploaded, with all data automatically cleaned and converted in the background. The easy-to-use tools within the module allow you to explore your data and compare multiple layers simultaneously, such as soil analysis and satellite imagery - enabling analysis of in-season and in-field trends.



## CRANFIELD AND JAMES HUTTON DATA

Soil information including classification, organic matter, and calcium levels is provided by Cranfield University and the James Hutton Institute for every field or zone, giving you valuable background data from the moment you set up your farm. These data sets also underpin many of our planning tools saving time on data entry.





# Compliance.

## NUTRIENT MANAGEMENT

Your nutrient management planning (NMP) tool allows you to plan, track, and record nutrient applications throughout the growing season. By combining organic and inorganic fertilisers with variable rate applications, this intelligent tool helps ensure compliance with government regulations across your grass, combinable, fruit, and vegetable crops.

## LIVESTOCK AND MANURE MANAGEMENT

Designed for simplicity, your livestock and manure management planning tool helps you create compliant plans with ease. It streamlines manure management and compliance requirements, such as stock density, slurry storage, and manure import and export.

## NMP, NVZ & MMP's

With all the compliance tools you can access, generate comprehensive, regulation-ready reports. Backed by years of development, they're designed to support successful inspections.

## IPM & SMP

Fast, compliant and easy-to-use IPM and soil management tools. With product use, soil health and sustainability now linked to payments, RHIZA helps you create clear, compliant plans with ease.

## ENVIRONMENTAL

Through the Contour platform, you have access to tools for planning and mapping environmental schemes, as well as reporting on activities and specific sustainability actions. Using the Contour Mobile app, you can record observations in the field by tagging a specific location, uploading a photo, and adding a description - all of which can be used later for reporting and inspections. Whether it's integrated pest or soil management plans, or evidencing actions for payment schemes, it's all covered with quick, intuitive tools.



Developed for Agrii agronomists, Contour now includes a Crop Protection planning tool. Combining the knowledge and experience of 200+ Agrii agronomists, this tool has been built to make recommendation building quicker and more straightforward.

Coupled with TELUS's Crop Data Management Systems auditing tool, Crop Protection delivers industry-leading levels of compliance confidence in a complex planning environment.

Whether used in isolation or connected to your Farm Management System, the Crop Protection planning tool elevates the platform into a fully integrated farm management solution.

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"Other platforms offer everything I need but are not as easy to use as Contour; as a business we need the ability to optimise inputs, manage operations and mapping of our environmental schemes. This is where RHIZA fills the gap and is a central part of our business."



Peter Cartwright,  
Revesby Estates

# RHIZA

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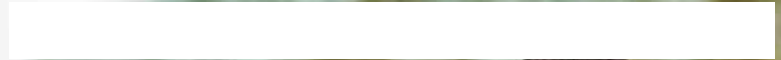
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“RHIZA and the Contour platform provides tools to combine agronomy and precision applications. I believe digital tools go hand in hand with delivering agronomic advice to help our customers achieve successful crops, whilst still making a profit.”



Roy Willis,  
Agronomist

Your Advisor:



Download the  
Contour Mobile app:

