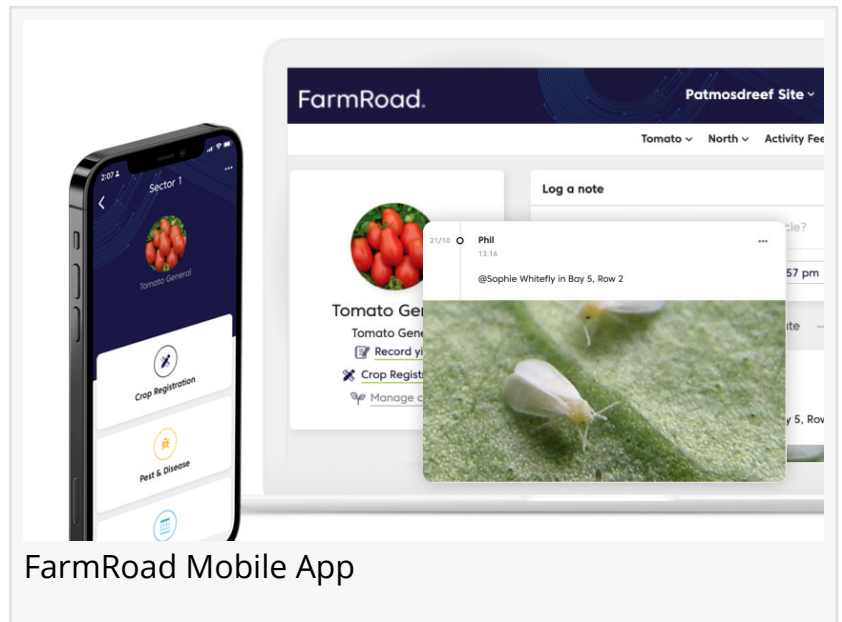


WayBeyond launches FarmRoad Mobile targeting pest, disease and on-farm data capture

WayBeyond has launched a mobile app which makes crop data capture faster and easier, particularly for onsite scouting of pests and pathogens.

NEW ZEALAND, March 29, 2022 /EINPresswire.com/ -- With a further move towards supporting growers on their digital journey, [WayBeyond](#) has launched a mobile app which makes crop data capture faster and easier, particularly for onsite scouting of pests and pathogens.



“There are currently relatively few digital products on the market which assist growers with data collection, consequently there remains much manual use of clipboards, pens and spreadsheets in the industry,” says Sophie Stanley, Head of Global Markets.

“By creating [FarmRoad Mobile](#) we solve a key pain point for growers – the length of time it takes and the manner in which they record crop data. With farm managers wrestling with staff shortages due to Covid and other factors, optimizing available staff time is key. By speeding up and simplifying on-farm data capture, the app provides a viable alternative to traditional methods.”

Pest and disease detection is a key component of FarmRoad Mobile due to the need for swift action once detected in the growing environment. Director of Crop Science and Agronomy Dr Tharindu Weeraratne notes that a fast response is essential when it comes to reducing the spread of disease.

“Diseases like ToBRFV (Tomato Brown Rugose Fruit Virus) or Botrytis can move incredibly fast and decimate crops. The sooner action can be taken to remove infected plants or set up a control regime, the better the chances are of minimizing financial losses.”

“Being able to share photos is essential, particularly if you have less experienced workers who may not recognize the early stages of pathogen spread. Using the app means scouting staff can take photos, comment and share with their team to get feedback on next steps. All actions are captured on the [FarmRoad platform](#) and positively impacts the quality of yield. The saying ‘time is money’ is absolutely accurate when you’re looking at crop pests and disease.”

FarmRoad Mobile is available on iOS and Android. To find out more information - <https://www.farmroad.io/farmroad-mobile-app-lp-eng>

Sales
WayBeyond
sales@waybeyond.io

This press release can be viewed online at: <https://www.einpresswire.com/article/566814640>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 IPD Group, Inc. All Right Reserved.