



### **Unique Technology enables proactive management of agricultural supply chain**

Fredericton, NB – June 29, 2022 - Resson today announces that its business and technologies for processing satellite imagery and other remote sensing data into Crop Intelligence for Food Manufacturers has been acquired by McCain Foods Limited. This service, which is the result of several years of development in partnership with McCain and others, offers food manufacturers improved insights into their agricultural supply chain. These insights enable better decision making and significant cost savings as these large crop buyers deal with the natural variability in crop yield and quality. Such variability has increased in recent years and is expected to continue doing so. In this transaction, McCain Foods has acquired Resson's relevant intellectual property. Approximately half of Resson's team in Canada will join the new business unit.

Resson will continue working to develop and commercialize smart camera technology for small and large scale farming, Resson's Vision Intelligence Technology for Farming can be integrated into farm machinery, such as self propelled sprayers, to detect pests and diseases and to assess crop performance including yield potential, of agricultural crops and plants. Their most recent demonstration enabled the real time application of pesticide to treat Colorado Potato Beetle on potato crops in New Brunswick, allowing for effective field protection using less pesticide. Previously the same technology was used to detect and respond to the presence of mites in vineyards in Nashik, India.

Mike Morris, CEO, Resson Aerospace Corporation, says "We're very proud that McCain sees the value of our capabilities in agricultural remote sensing. Their acquisition of that part of our business allows us to move forward solely focused on our Farm Vision Intelligence Technology, which offers another set of exciting technology based capabilities to the industry."

Jillian Moffatt, Chief Technology Officer at McCain Foods Limited said, "The capability we are acquiring from Resson is critical to our vision of revolutionizing agriculture through digital technologies that enable efficiencies while driving a more sustainable way forward for food

manufacturers and farmers. We have worked with Resson for nearly a decade and will continue to watch their innovations with keen interest.”

A demonstration of this technology is available at: <https://vimeo.com/724936033>

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To read more about this announcement, see McCain's article [here](#)