

# FarmQA Insights

January 2026 Winter Newsletter

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Hello there! I'm Camille Grade, and I recently joined FarmQA to lead our marketing efforts. I've spent the last two decades working in agtech, but my connection to agriculture started long before that.

I'm a farmer's daughter and grew up on a farm near Borup, Minnesota, where my family still farms today. Growing up, agriculture wasn't something I thought much about. It was just everyday life.

There's a saying that a fish doesn't notice the water it's swimming in until it's out of it, and that's how agriculture felt to me. Early in my career, I worked outside of agriculture, and while I learned a lot, coming back felt like I could finally breathe again. Like a fish back in the water.

Before joining the FarmQA team, I spoke with several customers and heard the same message again and again. FarmQA is a foundational tool in their operation, and the team genuinely cares about its customers. I'm proud to be part of building tools that make the work a little easier and the decisions a little more confident.

And as we say in my family, "There's nothing more fun than having fun." I'm looking forward to having fun with the FarmQA team and with all of you.

-- Camille

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## Getting Ready for #GROW26

As you prepare for the new season, don't forget to create your 2026 growing season. Here are some resources to ensure you start the season right:

- **Read:** [Creating a new growing season](#)
- **Read:** [Updating your field boundaries from previous growing seasons](#)
- **Watch:** [Getting Ready for a New Year](#). Still relevant for today!
- **Watch:** [What's New in FarmQA \(December 2025\)](#) to ensure you make the most of the latest functionality.

## Planet Price Reduction & Free Acres

We've dropped the price on Planet Satellite imagery to **\$.85/ac/year**. If you're subscribed to Planet imagery, you'll see the price change reflected on your renewal notice.

We're also making **160 acres of Planet imagery available FREE for all customers**. [Contact support](#) to assign the imagery and start using it today.

To learn more:

- View the [new imagery fact sheet](#) that compares Planet and Sentinel-2
- View the [imagery web page](#)
- View webinars on demand:
  - [Planet Webinar](#)
  - [Sentinel-2 Webinar](#)



## New App to Engage Growers

QA Farmer is the grower-facing companion app that connects directly to your FarmQA work. While the app also includes added value your growers want like weather, market, and bin data, its real power for you — the agronomist — is the Agronomy tile.

When you publish scouting reports, recommendations, or spray plans in FarmQA, they automatically appear in your growers' QA Farmer app—no forwarding, no texting PDFs, no extra steps. It lets growers view recommendations, scouting notes, and plans you create in FarmQA, so they stay informed without risking accidental edits or confusion.

- **Watch on Demand:** [QA Farmer Webinar](#)
- **Get Started:**
  - If you haven't tried the QA Farmer mobile app, [download today](#) for a 30-day free trial!
  - If you would like to connect to your growers with QA Farmer, [contact support](#) to get started.



## Missed FarmQA Day? Catch the Highlights

**Thank you to everyone who joined us at FarmQA Day!** The feedback is in and you told us it was a valuable event. We're already using your input to make FarmQA Day even better.

If you attended, but haven't completed the event survey yet, we'd appreciate a few minutes of your time to [share your thoughts](#).

Didn't make it this year? **Click the image above for a quick, fun recap** and see what you missed!

## Where in the World is FarmQA?

Our team is putting on some miles this winter visiting crop consultants on land and lake. Come see us at:



- [International Sugarbeet and Dry Bean Expo](#) – Jan 21-22 – Alerus Center- Grand Forks, ND
- [NAICC Annual Meeting](#) – Jan 26-30 – Rosen Centre, Orlando, FL
- [Agronomy on Ice](#) – Feb. 4 – Devil's Lake, ND
- [MNICCA Winter Education Conference](#) – Feb. 11 – Best Western Plus - New Ulm, MN

FarmQA  
1213 Northern Pacific Ave. #200  
Fargo, ND 58102  
701-941-2046 | [info@farmqa.com](mailto:info@farmqa.com)  
This email was sent to {{ contact.EMAIL }}

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