



Successful Intra-Agency Collaborations On Commercial Imagery & Products

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Presentation

- **IPAD Mission**
- **Satellite Imagery Archive History and Overview**
- **Satellite Imagery Archive Membership**
 - **Agencies and Membership**
 - **Membership Benefits**
- **Commercial Company Support and Services**



USDA FAS IPAD Primary Mission



Target, collect, analyze and disseminate timely, objective, useful and cost-effective global crop condition and agricultural market intelligence information



USDA Satellite Imagery Archive (SIA)



- **Developed in 2000**
- **Cost-sharing program designed to maximize cost effectiveness of USDA expenditures for commercial satellite imagery to the USDA community**
- **Database holds a large amount of Agriculture satellite images dating back to 1979**



USDA Satellite Imagery Archive (SIA)



- Memorandum of Understanding between:
 - Eight USDA agencies contribute \$75,000 a year
 - Data Partnership between:
 - Foreign Agricultural Service (FAS)
 - Farm Service Agency (FSA)
 - Forest Service (FS)
 - National Agricultural Statistics Service (NASS)
 - Agricultural Research Service (ARS)
 - Natural Resources and Conservation Service (NRCS)
 - Risk Management Agency (RMA)
 - Animal Plant Health Inspection Service (APHIS)
- SIA is like an independent function approved at the Under Secretary Level



USDA SIA Members Benefits

- **Millions of US Taxpayer dollars saved**
 - This is done by removing the redundant satellite imagery purchases and lowering costs through a centralized acquisition business model
- **Enables less time spent on ordering data and more on using the data**
- **Imagery now received in 72 hours as opposed to 4-6 weeks**



USDA SIA Members Additional Benefits



- **Redundant archive access for on-demand imagery product for all SIA Members.**
- **Further improvement of SIA site due to i-cubed's hosting capabilities of DataDoors™**

USDA SIA Members Additional Benefits

• Training for SIA Members on DataDoors™

i-cubed DataDoor™ SIA Archive Access Page:

<http://usda-sia.datadoors.net/DataDoors/Web/Order.aspx>



The screenshot shows the USDA Satellite Imagery Archive web application. At the top, it displays the USDA logo and contact information for Dr. Shawana P. Johnson. The main heading reads "Welcome to the USDA Satellite Imagery Archive". On the right, it identifies the Archive Manager as Robert Tetrault. The interface includes a "Welcome, Guest!" section with login fields for "User Name" and "Password". Below this is a "Select Product" section with instructions on how to use the "Locate" and "Map Navigation" tools. The central part of the page features a world map with various navigation and "Area of Interest (AOI) Tools" icons. A sidebar on the right contains a "My Order" section showing "No products selected..." and a "Check Out" section with a "Proceed" button. At the bottom, there is a "Product Details" section with a table header for "Product", "Name/ID", "Date", "Footprint", "Browse", "Current License", and "Upgrade License".

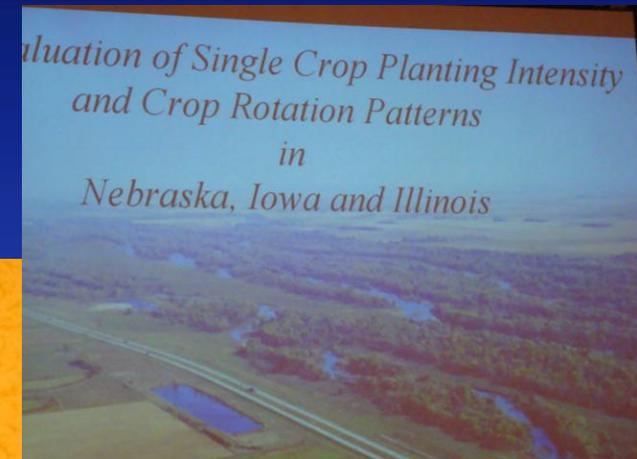


USDA SIA DataDoors™ Web

- DataDoors™ is a flexible framework that integrates distributed geographic data management – discovery, acquisition, processing, analysis and modeling, delivery.
 - It is utilized by government entities such as:
 - US Army Corp of Engineers
 - US Army
 - US Special Operations Command (SOCOM)
- DataDoors™ allows for even greater inter-agency data sharing opportunities

USDA SIA Members Additional Benefits

- SIA Members
Imagery
Workshop
Participation:
 - Access to
Applications and
Data Providers
through Summits
and Workshops



USDA SIA Members Additional Benefits

On-line Interactive Quarterly SIA Newsletter



**Satellite Imagery Archive
Members Newsletter**

February 2010 Issue 2 : Volume 1

USDA FSA APHIS RMA
NASS NRCS

**Federal Geospatial Projects
& Industry Conferences**

February 2010

Greetings Satellite Imagery Archive Members,

We hope you are surviving the winter weather in good style regardless of your location.

This issue of SIA News focuses on:

- GEOSPATIAL INFORMATION and OFFERINGS:
- DATADOORS ARCHIVE TRAINING: Select from Available Dates Directly from Newsletter and Download Manuals
- NEXT WebX SIA MEETING: Select your Favorite Date Directly from Newsletter

USDA SIA Members Additional Benefits

Increased Conference Exposure:

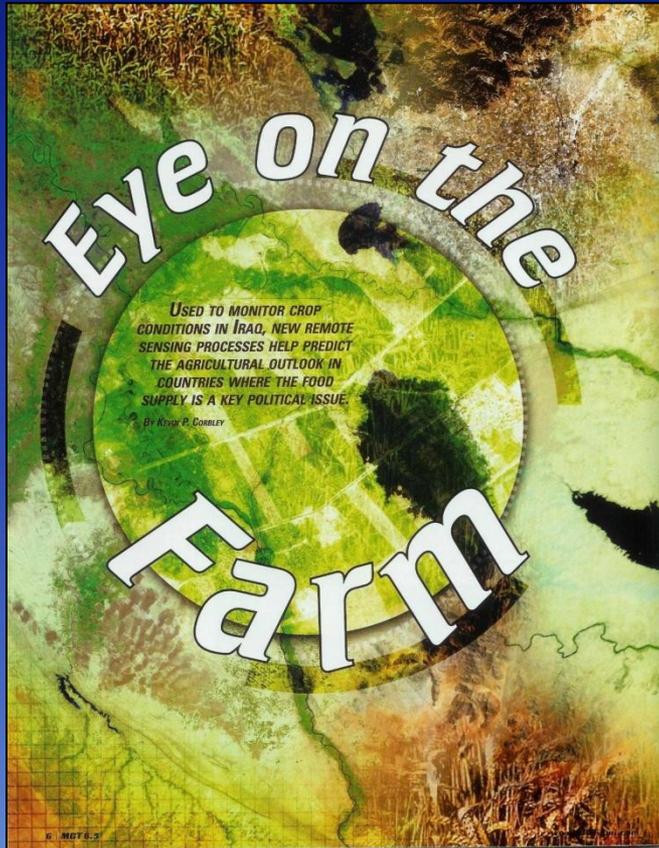
- ESRI
- GEOINT
- JACIE
- ASPRS
- NGA Tech Days
- IGARSS
- ISPRA



(L-R) Tom St. Clair, USDA FAS, Conference Attendee,
Sherry Loy, Global Marketing Insights, Inc., Robert
Tetrault, USDA FAS

USDA SIA Members Additional Benefits

Articles



Increased Marketing Exposure through:

Industry Articles: 20
published over past two
years.

Success Stories: Case
Studies



USDA Intra-Agency SIA Member Benefits



“It’s a huge advantage to us to have imagery more readily available. All we have to do is let the Satellite Imagery Archive know what we need.”

- Bryan Cook, Texas State Agricultural Program Specialist with USDA/FSA

“Rather than having to put out the bid or use other procurement methods to obtain imagery, the Prime Vendor Contract has really saved a lot of time by working this out ahead of time. I can get imagery as quickly as the satellite vendor can supply it.”

- Dr. Jim Hipple, Remote Sensing and GIS Advisor – Geospatial Policy of the USDA/RMA Office of Strategic Data Acquisition

In Closing....

- **More efficient and cost effective way to obtain data**
- **Access to largest Agriculture data archive**
- **Access to member solutions and applications**
- **Interaction with other member agencies applications**



Thank You

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**SIA Members - Access the Satellite Imagery
Archive**

**[http://usda-
sia.datadoors.net/datadoorsweb/Order.aspx](http://usda-sia.datadoors.net/datadoorsweb/Order.aspx)**