

# Your weather. Your farm. Your business.

**WeatherFarm.com is a free online information centre designed exclusively for western Canadian farmers,** providing highly localized, real-time weather and farm-management information. WeatherFarm is supported by the largest and most comprehensive weather station network in Western Canada, with over 800 rural weather stations across the Prairies. Since its launch in December 2009, the Web site has attracted more than 11,000 registered users.

## How is WeatherFarm different from other weather services available in Canada?

- WeatherFarm uses data from its 800+ privately owned, on-farm weather stations as well as from 200+ government sites across the Prairies. This constitutes the largest weather station network in Canada. This unrivalled network density allows WeatherFarm to generate more localized and accurate weather readings and forecasts than any other weather service available.
- WeatherFarm generates its forecasts using the cutting-edge Weather Research Forecasting model (WRF). Additionally, WeatherFarm is the first in Canada to permanently incorporate “nudging” technology by using its Prairie-wide network to fine-tune weather forecasts right down to the individual weather station.
- Current weather conditions on WeatherFarm are updated every five to thirty seconds, providing you with real-time data. Other commonly-used weather services in Canada update by the hour.
- WeatherFarm is an effective farm business service, providing free modelling tools, agronomic maps and real-time radar and satellite imagery. These tools help farmers predict and manage, among other things, the risk of fusarium, wheat midge and sclerotinia, as well as monitor growing degree days, freeze severity and precipitation levels.



Live animated satellite and radar images over your farm

## Other features available on WeatherFarm

- Weather forecasts and severe weather warnings localized right down to a weather station;
- Forecasts updated every six hours;
- Real-time weather system tracking using dynamic click-and-drag maps and radar/satellite imagery over your farm;
- Daily commodity market prices and farm news highlights.
- Mobile phone access



Keep track of pest development in your region

“Nudging” is the process of making a series of small adjustments to a computer generated weather forecast by using actual surface observations from weather stations on the ground. The benefits derived from “nudging” are only as good as the quality and quantity of the data collected; that’s why forecasts on weatherfarm.com are “nudged” by over 800 on-farm stations in the Prairie region. Studies have shown that “nudging” using the WRF model can reduce the error rate in forecasted variables by as much as 50 per cent for short-term forecasts.

## Become a registered WeatherFarm user

Registering to use WeatherFarm™ is simple and free:

Go to [weatherfarm.com](http://weatherfarm.com) and follow the simple registration process to join the community of over 11,000 farmers using WeatherFarm as their trusted source of weather information.

## Sign-up for the WeatherFarm Weekly newsletter

By registering for WeatherFarm you are automatically added to the WeatherFarm Weekly mailing list. However, if you wish to only subscribe to the free e-newsletter go to [cwb.ca/wfsubscribe](http://cwb.ca/wfsubscribe) and fill out the sign-up form.

## Mobile phone access to WeatherFarm

Get your farm weather anywhere. Add WeatherFarm mobile to your smart phone in a few easy steps. Go to [www.cwb.ca/wfmobile](http://www.cwb.ca/wfmobile) for setup instructions.

## Purchase your own WeatherFarm station

For information on how to order a WeatherFarm weather station for yourself, your business or your community, please contact:

**Alison Sass**

CWB Weather specialist  
(204) 983-4783  
[alison\\_sass@cwb.ca](mailto:alison_sass@cwb.ca)

For assistance in registering or using WeatherFarm, contact us at [weatherfarm@cwb.ca](mailto:weatherfarm@cwb.ca)

For more information on WeatherFarm and how it can benefit your farm business, visit [www.cwb.ca/weatherfarm](http://www.cwb.ca/weatherfarm)



Colour gradient temperature and precipitation maps

WeatherFarm was created by the Canadian Wheat Board (CWB) and its partners to support western Canadian farmers in producing the best grain in the world. Information gathered from this prairie weather network is also valuable in CWB efforts to market western Canadian grain to global customers.

Through strategic partnerships with other major players in western Canadian agri-business, WeatherFarm is quickly becoming the main source of weather models and information for producers and the agricultural industry.

  
www.weatherfarm.com

an initiative of



in partnership with

