



2023

Agriculture Events and Activities

Dear Esri User Conference Agricultural Attendee,

We are excited to welcome you to the 2023 Esri User Conference! We have a terrific lineup of sessions for you to choose from this year - showcase demos, tech workshops, partner solutions, map gallery posters, agriculture focused case-studies, a Special Interest Group (SIG) Meeting, and much more.

We have created this document to help guide you through what we see as some of the more relevant items, activities and information offered to you as an agricultural user, but it is by no means complete. We hope it is useful in making the best of your time while in San Diego, but please explore the many other options open to you.

Checklist for UC Success

1. **Download the Esri Events App:** Download the [Esri Events App](#) and have all the UC has to offer at your fingertips. This is very helpful for building your schedule for the week and making the most of your time.
2. **Review Jack Dangermond's Pre UC Q&A:** We like to maintain an open and active dialog with our users. [Check out the answers to common questions about software development, products, industries, education, and support](#). The Q&A offers a wealth of information, even if you only read the most important issues to YOU.
3. **Attend the Plenary Session:** Join Esri President Jack Dangermond, to see how GIS is playing a strategic role in *Creating the World You Want to See*, the theme for this year's conference. Here is the full line up of [Plenary speakers and events](#). Plan to arrive a few minutes early to secure a good seat, doors will open at 7:45 am.

If you are new to the UC layout, you may find this [online Conference Center Map](#) useful.

Your Week At-A-Glance

Sunday		Pre-Conference Workshops
Monday	8:30 AM -3:30 PM 4-6 PM	Plenary Map Gallery Reception
Tuesday	9:00 AM -6:00 PM 4:00 PM -6:30 PM	Technical Workshops Expo Hall Science Symposium
Wednesday	9:00 AM -6:00 PM 3:30-5:30 PM	Technical Workshops Expo Hall Esri Awards Ceremony
Thursday	11:30 AM -12:30 PM 5:30-10:00 PM	Agriculture Track! User Presentations Special Interest Group Meeting Thursday Night Celebration
Friday	10:30 AM	Closing Session



Highlighted Tech Sessions

There is a wealth of sessions available throughout the week. You'll find everything from product updates, map design sessions, open conversations on workflows for the office and the field, Cloud Configuration and Security options, and many more. Here are a few we recommend:

Technical Workshops

Tuesday, July 11

8:30 AM	ArcGIS Pro: Migrating from ArcMap	SDCC, Room 16 AB
	ArcGIS Knowledge: An Overview	SDCC, Room 2
	ArcGIS Dashboards: Best Practices	SDCC, Room 31 ABC
	Development Strategies for Desktop and Mobile Apps	SDCC, Room 9
10:00 AM	ArcGIS Survey123: An Introduction and What's New	SDCC, Room 6 F
	ArcGIS Pro: What's New	SDCC, Room 17 A
	ArcGIS Online and ArcGIS Enterprise: Choosing the Right App Builder	SDCC, Room 33 ABC
1:00 PM	ArcGIS Utility Network: An Introduction	SDCC, Room 6 F
	Spatial Analyst: Finding the Best Locations Using the Suitability Modeler	SDCC, Room 14 B
	Big Data and GeoAnalytics: An Overview	SDCC, Room 15 B
	Imagery: Using Deep Learning for Feature Extraction and Classification	SDCC, Room 17 B
2:30 PM	ArcGIS Workflow Manager: An Introduction	SDCC, Room 15 B
	ArcGIS Velocity: An Introduction	SDCC, Room 16 AB
	ArcGIS Enterprise Sites: An Introduction	SDCC, Room 2
	ModelBuilder: An Introduction and Best Practices	SDCC, Room 30 C
4:00 PM	Python in ArcGIS: An Overview	SDCC, Room 16 AB
	ArcGIS Enterprise: Publishing Content and Services	SDCC, Room 31 ABC

Wednesday, July 12

8:30 AM	ArcGIS Hub: An Introduction	SDCC, Room 15 B
	ArcGIS Pipeline Referencing: An Introduction	SDCC, Room 30 D
1:00 PM	ArcPy: An Introduction	SDCC, Ballroom 6 F
	ArcGIS Image Analyst: ArcGIS Pro as an Imagery Workstation	SDCC, Room 17 B
	ArcGIS Field Maps: Situational Awareness and Team Coordination	SDCC, Room 30 B
2:30 PM	Living Atlas: Basemaps-Not Just the Background	SDCC, Ballroom 6 F
	Living Atlas: An Introduction to Imagery Content	SDCC, Room 14 A
	ArcGIS Pro: An Overview of the GeoAI Toolbox	SDCC, Room 15 A
	Defining and Implementing Your Geospatial Strategy	SDCC, Room 15 B
4:00 PM	ArcGIS Experience Builder: Migrating from ArcGIS Web AppBuilder	SDCC, Room 15 A

Thursday, July 13

8:30 AM	Imagery: What's New	SDCC, Room 15 B
	Field Operations: The Road Ahead	SDCC, Room 32 AB
	ArcGIS Pro: Working with BIM Data	SDCC, Room 4
10:00 AM	ArcGIS StoryMaps: What's New and The Road Ahead	SDCC, Room 14 B
1:00 PM	ArcGIS Enterprise: The Road Ahead	SDCC, Ballroom 6 C
	ArcGIS Insights: An Introduction	SDCC, Ballroom 6 B
2:30 PM	ArcGIS Enterprise: Cloud Implementation Best Practices	SDCC, Room 16 AB
	Advanced Analytics Using Knowledge Graphs	SDCC, Room 30 A
4:00 PM	ArcGIS Online: The Road Ahead	SDCC, Ballroom 6 DE

SDCC = San Diego Convention Center

Please note: All listings subject to change; not every paper or event may be presented here.

Also, in the Expo Showcase Area – this year we see a return of an extensive Demo Theater Schedule, if you are a visual learner and would like to see the s/w products in action, this is the place to go; we’ve selected just a few of the many on offer:

Demo Theater Sessions		
Tuesday, July 11		
10:00 AM	ArcGIS Image for ArcGIS Online: An Introduction	SDCC, Expo Demo Theater 10
	ArcGIS Enterprise on Kubernetes: Wreck It and Recover It	SDCC, Expo Demo Theater 11
11:30 AM	ArcGIS Notebook Server: An Introduction	SDCC, Expo Demo Theater 11
1:00 PM	ArcGIS Enterprise: Printable Reports from Web Applications	SDCC, Expo Demo Theater 11
	Utilizing Imagery Before and After an Incident	SDCC, Expo Demo Theater 14
2:30 PM	ArcGIS Solutions: Building 3D Basemaps	SDCC, Expo Demo Theater 10
	ArcGIS Dashboards: Tips and Tricks for Using Arcade	SDCC, Expo Demo Theater 2
	Living Atlas: Cartographic Tips and Tricks	SDCC, Expo Demo Theater 5
4:00 PM	ArcGIS Experience Builder: Building Your First Widget	SDCC, Expo Demo Theater 2
	Improving Utility Field Worker Safety with ArcGIS Field Maps	SDCC, Expo Demo Theater 7
Wednesday, July 12		
10:00 AM	Sub-Surface Analysis: Example Applications and Workflows	SDCC, Expo Demo Theater 1
	ModelBuilder: Tips and Tricks	SDCC, Expo Demo Theater 7
	Sustainable Development Goals at the Sustainable World Showcase	SDCC, Sustainable World Theater
11:30 AM	ArcGIS Experience Builder: Tips and Tricks	SDCC, Expo Demo Theater 2
	ArcGIS Pro: Tools for Diagnosing Issues and Troubleshooting	SDCC, Expo Demo Theater 3
	Finding Fires Fast with AI-Powered Lightning Detection Intelligence	SDCC, Expo Startup Zone Theater
1:00 PM	ArcGIS Python API: Managing ArcGIS Online Users	SDCC, Expo Demo Theater 12
	ArcGIS Survey123: Introduction to Reports	SDCC, Expo Demo Theater 13
	ArcGIS Notebooks: Applications in Spatial Data Science	SDCC, Expo Demo Theater 6
	Planning a Drone Mapping Flight	SDCC, Expo Demo Theater 7
2:30 PM	ArcGIS Online and ArcGIS Enterprise: Designing Dynamic Pop-ups	SDCC, Expo Demo Theater 12
	ArcGIS Indoors: Floor Plan Editing	SDCC, Expo Demo Theater 2
	ArcGIS Pro: Named User License Management	SDCC, Expo Demo Theater 3
	Visualizing Live Data in Real-Time Analytics	SDCC, Expo Demo Theater 9
4:00 PM	ArcGIS: Voxel Visualization	SDCC, Expo Demo Theater 1
	ArcGIS Pro SDK for .NET: Building Your First Add-In	SDCC, Expo Demo Theater 10
	Capturing the Electric Vehicle Opportunity	SDCC, Expo Demo Theater 13
	ArcGIS StoryMaps: Tips and Tricks for Authoring Great Stories	SDCC, Expo Demo Theater 2
	The Geographic Approach to Protecting, Restoring and Managing our Env.	SDCC, Expo Demo Theater 8
	Applying Geospatial Intelligence for Security Operations	SDCC, Expo OPS Demo Theater
5:30 PM	ArcGIS Marketplace: Apps, Data, and Services for Esri ArcGIS Technology	SDCC, Expo Startup Zone Theater
Thursday, July 13		
10:00 AM	ArcGIS GeoAnalytics Engine: Applications and Use Cases	SDCC, Expo Demo Theater 10
	ArcGIS Enterprise: Expanding on the Base Deployment	SDCC, Expo Demo Theater 11
11:30 AM	Exploiting Full Motion Video for Intelligence Operations	SDCC, Expo Demo Theater 3
1:00 PM	Classifying Lidar to Generate 3D Trees: Best Practices	SDCC, Expo Demo Theater 1
	Public Safety GIS for Executive Protection and Travel Risk	SDCC, Expo Demo Theater 14
	ArcGIS StoryMaps: Showcase Your GIS Work Like a Rock Star	SDCC, Expo Demo Theater 2
	Using the Sync Service to Support Offline Data Collection in Linear Ref Systems	SDCC, Expo Demo Theater 4
	Is Your Right-of-Way Future-Proof? With GIS, It Can Be	SDCC, Expo Demo Theater 7
2:30 PM	ArcGIS Field Maps: Working with Offline Maps	SDCC, Expo Demo Theater 5
	ArcGIS Online and ArcGIS Enterprise: Sharing Imagery	SDCC, Expo Demo Theater 7

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Agriculture Paper Sessions

The Ag track takes place on Thursday, July 13th. To find other Natural Resource related sessions and events, and to create your own personalized schedule, please search the [online agenda](#) and download the [Esri Events app](#). You can also build your schedule from your desktop and then access it on your mobile device using the app. We've created a summarized list of the agriculture related user presentations below, please use the links to review the abstract presentations themselves:

Moderated Paper Presentations

Thursday, July 13

8:30 AM [Operations Management of Seedling Production](#) SDCC, Room 28B

From Bugs to Floods-Vector and Raster Data Power in Driscoll's

Ahna Miller & Joe Leonard, Driscoll's

Invasive Species Management: Glassy-Wing Sharpshooter and GIS Workflows

Daniel Machado, County of Solano

10:00 AM [Optimize Crop Zoning and Land Planning Boundaries](#) SDCC, Room 28B

Maximizing ArcGIS Pro for The Crop Sequence Boundaries (CSB) Project

Kevin Hunt, USDA NASS

Effective Climate Services for Agriculture and Natural Resources

Julian Reyes, White House Office of Science and Technology Policy

1:00 PM [Collaborative Infrastructure and Data Sharing](#) SDCC, Room 28B

"Un-Dashboarding": Automate Layouts to Bring the Value of a Dashboard to a PDF

Philip Marty, Organic Valley

Digital Knowledge Platform for Douro Wine Demarcated Region

Andre Barriguinha, NOVA-IMS

2:30 PM [Optimize Data and Simplify Business](#) SDCC, Room 28B

Leveraging GIS Capabilities in Rainforest Alliance Agricultural Certification

Nils de Boer, Rainforest Alliance

Using GIS as Reporting Tool for Extension Services in Department of Agriculture

Kabelo Modika, Limpopo Department of Agriculture and Rural Development

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Special Interest Group Meeting

Thursday, 13 July 2023 11:30 am to 12:30 pm, SDCC - Ballroom 20 BCD Room 4

Bringing together members from across commercial, federal and state Ag spheres to discuss trends, opportunities and issues facing the agriculture community. We'll discuss the application of spatial technologies and their value regarding smart agriculture and sustainability.

Panelists:

Dr. Ron Sequeira, USDA GIO

Julian Reyes, Assistant Director for Climate Services | White House Office of Science and Technology Policy

Geoff Scott, Jackson Family Wines, Inc.

Special Interest Group Meetings – Related Industries

Tuesday, July 11

11:30 AM [Environment and Natural Resources SIG: Equity in Environment and Recreation](#) SDCC, Room 3

Wednesday, July 12

11:30 AM [Forestry SIG: Trends and Technology](#) SDCC, Room 24B

Showcase – Expo Area

The UC Expo Showcase is extensive this year, with Technology areas, Demo Theaters, Industry Specific Resource Areas, and very many Esri Partners. We encourage you to browse at will – but there is a [Showcase map](#) if you wish to pick and choose. Please, whatever you do visit the Nat. Resources Area. Ground Level Exhibit Hall A, San Diego Convention Center (SDCC)

Natural Resources – Showcase Area

Please stop by the Natural Resources Showcase Area on the main Exhibit Floor to meet with the Esri O&G industry team and discuss your ideas, plans and any challenges you may be having, plus ask any questions and about industry-specific demos. Also, visit to learn about emerging trends and hear firsthand about ArcGIS as a complete platform for Energy Resources. Come share your story, meet your peers, and Esri staff working with the Energy and wider Natural Resource communities every day.

Tuesday, July 11 9:00 AM–6:00 PM

Wednesday, July 12 9:00 AM–6:00 PM

Thursday, July 13 9:00 AM–4:00 PM

Ground Level Exhibit Hall A, San Diego Convention Center (SDCC)

Other Showcase Areas of Interest - Sustainable World Community

Visit the Sustainable World Showcase to see geographic information system (GIS) solutions for conservation, sustainable development, humanitarian assistance, and equity and social justice. At Esri, we believe that GIS is a critical tool to enable organizations to make the world a better place. When applied to these disciplines, GIS helps organizations and people make better decisions about how to maximize the impact of limited resources to affect people, planet, prosperity and peace. Check

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Showcase – Partners of Note

There are over [200 exhibitors](#) on the main show floor from Tuesday through Thursday. It's a great opportunity to browse new solutions and pick up ideas from other industries that you can apply back to your own work.

These sponsors and exhibitors are a good start for your exhibit browsing:

Exhibitor	Booth Number	Exhibitor	Booth Number
American Association of Geographers	2031	Planet Labs PBC	2127
AWS	1219	Pollen Systems	Z5-Startup
BlackSky	827	QSIT	2412
Blue Raster	2226	Regrid	2230
CoreLogic	2219	ROK Technologies	1627
DTN	2315	Safe Software	2119
Eos Positioning Systems	819	SAS	615
Frontier Precision, Inc.	629	Texas A&M University- Department of Geography	339
GIS Certification Institute	315	Trimble Inc	1226
Leica Geosystems Inc.	419	Whitestar	200
Maxar	319		

Map Gallery

**Opening & Evening Reception, Monday July 10, 4:00 p.m.–6:00 p.m.
SDCC Sails Pavilion (Upper Level)**

Browse maps that showcase the work of ArcGIS users around the world, or search for your interest areas using terminals in the gallery. We have curated a list of forestry related maps and a few general interest ones that caught our attention. We encourage you to browse and pick up some great map-making ideas outside of your usual domain. Following the Conference, all the maps will be available in the [online Map Gallery](#).

See *appendix*

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Activities for Family & Friends

Check out these resources of [Family Activities](#) and [Fun Things To-Do](#), such as:

Family Night at the Esri UC Expo

Introduce your family and friends to GIS at the Esri UC Expo. Explore partner exhibits, enjoy fun activities, and more. This event is open to anyone accompanied by a registered Esri UC attendee.

Wednesday, July 12, 2023 | 4:00 p.m.–6:00 p.m.

San Diego Convention Center, Esri UC Expo

Esri 5K Fun Run/Walk

Join fellow attendees along the scenic San Diego waterfront. Regardless of your pace, you can pound the pavement with the Esri user community by your side. Participants aged 18 years and over are welcome to join. Guests of Esri UC attendees can register on-site at the Activities Desk in Hall D beginning on Sunday, July 9.

Wednesday, July 12, 2023 | Starts at 6:30 a.m.

Starting and finish line: Hilton San Diego Bayfront—Embarcadero Boardwalk

Early Bird: \$50

On-Site (beginning on Sunday, July 9): \$55

Price includes Esri 5K T-shirt and medal.

KiddieCorp Childcare

Our trusted partner KiddieCorp provides a program for children from six weeks to age 12. This program is designed to keep your kids engaged with exciting activities and offer you peace of mind while attending the Esri UC. Our goal is to provide your children with a comfortable, safe, and happy experience.

Program reservations made through June 12, 2023, are \$8 per hour, per child.

Reservations made after June 12 are subject to availability and are \$10 per hour, per child.

Marriott Marquis San Diego Marina | Rancho Santa Fe Rooms 1–3

Monday, July 10, 2023 | 7:30 a.m.–6:30 p.m.

Tuesday, July 11, 2023 | 7:30 a.m.–6:30 p.m.

Wednesday, July 12, 2023 | 7:30 a.m.–5:30 p.m.

Thursday, July 13, 2023 | 7:30 a.m.–5:30 p.m.

Friday, July 14, 2023 | 7:30 a.m.–12:30 p.m.

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Esri Kids Fair

Are your kids joining you in San Diego? Visit the Esri Kids Fair to introduce them to GIS through a series of educational hands-on activities. This year's theme is World Wonders. After completing each activity and filling out their passport, kids will earn a special prize. Kids from ages 5 to 14 are welcome. A parent or guardian must be present at all times. Registration is available on-site at no additional cost. Marriott Marquis San Diego Marina | Pacific Ballroom 21

Tuesday, July 11, 2023 | 8:30 a.m.–5:30 p.m.

Wednesday, July 12, 2023 | 8:30 a.m.–5:00 p.m.

Thursday, July 13, 2023 | 8:30 a.m.–2:00 p.m.

Party at Balboa

Come celebrate a great Esri UC and join us for the Party at Balboa. Enjoy an array of international fare, entertainment, and activities for the entire family, including access to eight world-class museums at beautiful Balboa Park. The Party at Balboa is included in your Esri UC registration. Wristbands are required for entry. Additional wristbands for family and friends (not attending the Esri UC) are available for \$50 at the Activities Desk in the lobby of the convention center. Admission for kids aged 12 years and under is free, and wristbands are not required for these attendees.

Thursday, July 13, 2023 | 5:30 p.m.–10:00 p.m.

Balboa Park

Round-trip shuttle transportation will be provided from the San Diego Convention Center to Balboa Park for the party, from 5:00 p.m.–10:30 p.m.

Esri is excited to announce the [GIS Day 2023](#) event registration will open early this year. Please visit go.esri.com/GISDay to register during UC and receive a swag pack.

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Meet your team!

Reach out to the Esri Agriculture staff during the conference and visit the Natural Resources showcase and/or schedule a meeting.

Plus, stay connected with the Esri Agriculture online community all year long!



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MAP GALLERY APPENDIX

PRINTED MAPS

Panel Id	Organization	Map Title	Industry
A-08-05	DCSE (Laguna Hills, CA)	GROWMAS: Geospatial Resources of Water Management for Agricultural Systems	Agriculture
A-02-08	USDA	Area Sampling Frames: Wisconsin and Texas	Agriculture
A-02-06	USDA - NASS (Washington, DC)	GIS at the USDA National Agricultural Statistics Service	Agriculture
A-04-08		Cover Crop Prioritization in Southwest Iowa	Agriculture
A-02-05	USDA (Washington, DC)	Crop Progress and Condition Gridded Layers	Agriculture,
A-12-07	U.S. Geological Survey	Using Experience Builder to facilitate access to USGS Data	Natural Resources
A-02-04	National Research Institute for Earth Science and Disaster Resilience(NIED)	Quick Exposure Assessment of Flood Inundation during Extreme Rain Events	Climatology/Meteorology, Emergency Management
B-05-04	Nature Conservancy (Arlington, VA)	Geospatial Conservation at The Nature Conservancy - 2022 Annual Report & Map Book	Conservation - General
A-12-08	USDOI Geological Survey	Protected Area Database of the United States (PAD-US) - Manager	Conservation - General
C-01-02	Woodwell Climate Research Center	Alaska Topography	Conservation - General
B-13-04	Houseal Lavigne Associates	Potential Impacts of Climate Change	Natural Resources, Agriculture
A-05-04	Stanford University	United States Wetland to Cash Crop Conversion	Environment and Natural Resources
A-12-06	Yosemite National Park	Multi-Decadal Changes in Perennial Snowfields of Yosemite National Park	Environment and Natural Resources, Water, Water Resources
A-04-03	GIS Certification Institute	GISCI Map Contest - 1st Place Professional Category	GIS/IT
A-10-01	Bureau of Ocean Energy Management	Tribal Interests and Wind Energy Leasing Offshore MA/RI	GIS/IT, Mapping/Topographic, Marine/Ocean Sciences
B-13-02	Houseal Lavigne Associates	Everything You Wanted to Know about Flat Earthers But Were Afraid to Ask	GIS/IT, Professional Association, Mapping/Topographic
B-06-04	City of Calgary (Calgary, AB)	Earth - map of our world	Mapping/Topographic
A-10-05	Black Stone Minerals (Houston, TX)	Austin Chalk Redevelopment Project	Natural Resources
A-05-01	City of Carson (Carson, CA)	Clean Energy Project	Renewable Energy
A-05-03	City of Carson (Carson, CA)	EV Charging - City of Carson	Renewable Energy
B-07-04	Lone Star Transmission, LLC	Lone Star Transmission Solar Resource Map	Renewable Energy

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VIRTUAL MAPS

Organization	Map Title	Industry
Agriculture and Agri-Food Canada	Wildfire Impact on Agricultural Economy and Infrastructure, May 2023	Agriculture
Deere (Moline, IL)	Developing Targeted Soil Sampling Using a Digital Elevation Map (DEM) in ArcGIS Pro - Notebooks	Agriculture
Harris Central Appraisal District (Houston, TX)	AG Today Gone Tomorrow	Agriculture
State of California	20 California Crops in Images	Agriculture
State of California	California Water Year 2019 Statewide Crop Mapping Status	Agriculture
Stantec	Agricultural Responses to Changing Water Supplies in Imperial Valley, California	Agriculture, Water Resources
Golden State Water Company	Visualizing Five Years of the California Drought with Spacetime Cubes	Climatology/Meteorology, Water
Miami University	Los Angeles County Tree Canopy Map Viewer	Climatology/Meteorology, Forestry,
NatureServe	National Park Landscape	Conservation
USDA Forest Service, Tongass National Forest	Southeast Alaska Sustainability Strategy Forest Management (SASS-FM) Web Map	Conservation - Landscape
One Tree Planted	TREES, TECHNOLOGY, AND MONITORING	Conservation - Landscape, Forestry
The Conservation Fund	Boundary Waters Canoe Area Wilderness	Conservation - Landscape
CIA de Pesquisas Recursos Minerais CPRM	Geotourism and Geology of Rio de Janeiro	Conservation - Landscape, Tourism, Geology
S&P Global Commodity Insights	North Sea Emissions Uncovered	Energy
State of California	California Department of Water Resources Historical Scanned Land Use Survey Explorer	Environment and Natural Resources
State of California	Spatial Distribution of Land Use Surveys in California: 1954-2021	Environment and Natural Resources
US Department of Energy LANL	Pinon Jay Colony Probability	Environment and Natural Resources
US Department of Energy LANL	Solar Radiation Potential at Los Alamos Technical Area 3	Environment and Natural Resources
BC Timber Sales	Douglas Fir Beetle Risk Analysis - Kamloops, B.C.	Forestry
BC Timber Sales	Equivalent Clearcut Area Analysis - Hawkins Watershed	Forestry
National Chiayi University	Mapping Forest Tree Stems by PointCNN Point Cloud Classification	Forestry
US Department of Agriculture	Fort Pierre National Grassland	Mapping/Topographic
US Department of Agriculture	Rio Grande National Forest - Conejos Peak Ranger District - Visitor Map	Mapping/Topographic
USDA Forest Service	Fishlake Forest Visitor Map 2024	Mapping/Topographic
Tufts University	Troubled Waters in the Gulf of Guinea: Mapping Vulnerability of Fishers in a Changing Climate	Marine/Ocean Sciences, Conservation - Area Management/Wildlife

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