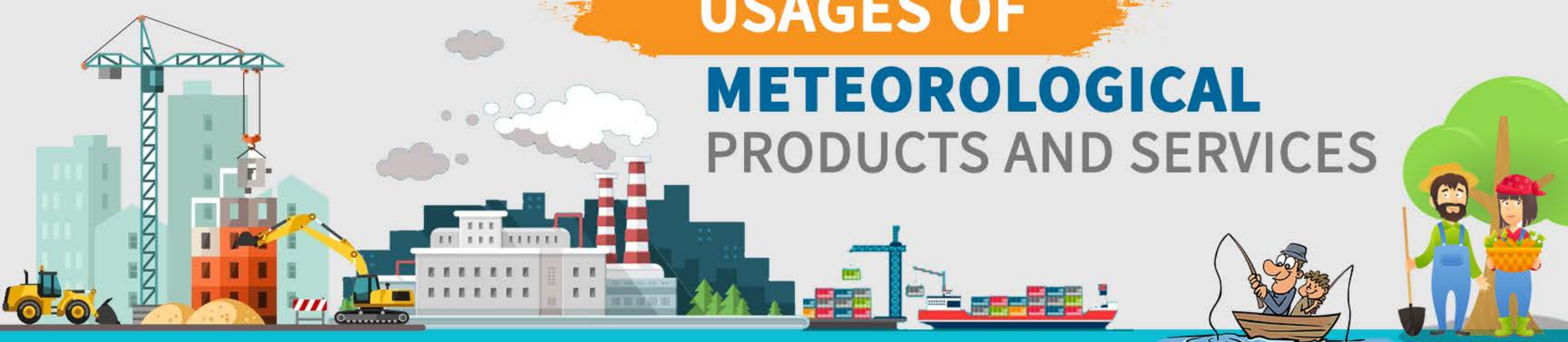


USAGES OF METEOROLOGICAL PRODUCTS AND SERVICES



Product Decisions



Economic Impacts



Meteorological Products and Services



Behavioral Responses

AGRICULTURE SECTOR



Soil preparation, seeding, spraying fertilizing, harvesting and drying



Yield crop damage, cost of spraying and fertilization, labour cost, fungal diseases and insect infestation



Climatological Statistics and Analyses
Weather Forecasts and Outlooks



Timely spraying, seeding and fertilizing, accurate fertilizing, manpower scheduling, sheltering livestock



FORESTRY SECTOR



Fire suppression, hazard reduction, seeding, spraying and harvesting



Loss of timberlands, loss of wildlife, labour and materials



Climatological Statistics and Analyses
Lightning and Weather Information



Allocation of suppression and other resources, efficient scheduling



FISHING SECTOR



Fish farming activities, fishing area and activity



Danger to lives, equipment damage, loss of stockings and loss of catch



Weather Forecasts
Wave information
Weather Advisory and Warnings



Fishing-site selection, suspension of activity during bad weather and retrieve equipment





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Behavioral Responses

AVIATION SECTOR



Landings, take-offs, route and altitude



Danger to lives, damage to equipment, fuel carriage and usage delays, inconvenience and discomfort



Weather Briefings Advisory and Warnings
Route Forecasts
Take-Off Forecasts
Continuous Weather Monitoring



Route changes, fuel carrying, postponement, de-icing, in-flight measures, landing and take-off decisions



MARINE RIGS AND TRANSPORT SECTOR



Shipping routes, drill ship rentals, platform erection and operation



Damage to goods and equipments, danger to lives, expensive rental and unnecessary expenses

Offshore and Sea Conditions
Wave Information
Weather Advisory and Warnings



Route planning, evacuation strategy, cease operations and equipment protection



CONSTRUCTION SECTOR



Work scheduling, concrete pouring, painting and asphalting



Damage, delays, higher labour costs

Climatological Statistics and Analyses
Weather Forecasts
Weather Advisory and Warnings



Protect surfaces, structures, work sit, modify work schedules





USAGES OF METEOROLOGICAL PRODUCTS AND SERVICES



UTILITIES AND ENERGY DISTRIBUTION SECTOR

- Peak-load planning, transmission line maintenance and protection
- Damage to system, supply interruptions, inconvenience, danger, supply availability and costs, higher production and transmission costs
- Weather Advisory and Warnings Lightning Information
- Change production level, schedule repairs, supply warnings, demand and transmission planning, alternate supply



MANUFACTURING SECTOR

- Outside storage, pollution control production levels
- Danger to lives, equipment damage, higher cost of production, loss of revenue
- Weather Advisory and Warnings Climatological Statistics and Analyses
- Evacuation, suspend operations, work scheduling and inventory adjustments



GENERAL PUBLIC

- Property protection, public safety, recreation and general
- Damage to property, equipment damage, increase chronic ailment, inconvenience, enjoyment

Climatological Statistics and Analyses
 Weather Forecasts
 Weather Advisory and Warnings
 Lightning Information

Secure loose objects, cancel trips, protect property, evacuation plan, snow clearance, change activity plans, personal protective plan and enjoy the weather

