



Company Name: Agrosmart S.A.
Headquarters: Campinas, Brazil
Industry Sector(s): Agriculture; Agtech
Approx. Revenues: Undisclosed
Employees: 50-100
Website: <https://www.agrosmart.com.br/en/>

Company Contact Information:
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Agrosmart is an Adaptation SME based in Latin America that has developed a suite of technologies to support farmers in making data-driven farming practices that support increased productivity and more efficient use of water, energy, and other resources.

BUSINESS DESCRIPTION

Food production needs to increase by 70% by 2050 in order to feed the world's population. 72% of the food we eat comes from family farms where the level of training and use of technology is low. 70% of the planet's freshwater is used for irrigation and half is wasted due to lack of knowledge of when and how to irrigate. Access to information and understanding of the crop are essential to overcome this challenge.

Developing countries in Latin America and Africa account for much of this goal and have very little infrastructure and applications that generate data and information for the farmer. Agrosmart wants to transform agriculture by helping producers to be more productive and sustainable, generating relevant information and helping them learn from their crops.

Agrosmart generates agronomic models based on seed genetics, soil type, and microclimate by capturing and integrating data from different sources. The company provides actionable insights that allow farmers to make better decisions regarding irrigation, pest and diseases, reducing costs, increasing yields, saving water usage by up to 60% and energy used by up to 40%. The data allows farmers to understand environmental conditions impact on production and compare their results to recreate the best scenarios.

BUSINESS MODEL

Agrosmart has three main lines of business:

- SaaS: Subscription to Agrosmart's Online Services Access Platform
- Recurring revenues through the provision of services (e.g., sensor rental, maintenance, recommendations etc.)
- Customized projects for corporate accounts, partnerships, and R&D

COUNTRIES OF OPERATION

Brazil, Argentina, Perú, Guatemala, Costa Rica, Mexico, Colombia, Israel, United States

MARKETS AND CUSTOMERS SERVED

Agrosmart serves three main customer groups: Rural Producers, Agroindustry, and Value Chain. Rural Producers include farmers of all sizes and producing a variety of crops (e.g., Raízen). Agroindustry includes companies producing seeds and chemical inputs, with which Agrosmart works to develop new products – by monitoring different variables related to plants and the microclimate of each region, it is able to extract insights to inform genetic improvement of crops and understand the factors that affect productivity, such as the environment and farming practices (e.g. Syngenta). Value Chain includes food and beverage companies, for which Agrosmart can help to monitor their value chain, increase traceability, climate resilience, and supplier sustainability (e.g. Nestlé).

PARTNERS

Access to established sales and distribution channels is one of the main barriers for new entrants in this industry. Considered one of the regions in the world with largest cultivated area, access to the agricultural market in Latin America requires strong partnerships and alliances with consolidated corporations in the agriculture industry, local resellers, and institutions which can facilitate distribution.

Agrosmart maintains distribution agreements with NaanDanJain (Indian / Israeli irrigation equipment manufacturer) that allows it to access dealerships in Brazil and local teams in Latin American countries. Agrosmart solutions are available in the main AgLoyalty programs: Bayer Agro Services and Dekalb ASA from Monsanto and Syngenta. Agrosmart integrates Syngenta's digital strategy for Latin America and is part of Sigfox's portfolio in Brazil, United States, New Zealand and Australia.

Further, Agrosmart is integrating its digital strategy with important input distributors in Brazil and developing partnerships with financial institutions and insurance companies – Agrosmart was recently invested by Bradesco, one of the largest banks in Brazil.



Adaptation SME Accelerator Program

An initiative led by: The Lightsmith Group  IDB CONSERVATION INTERNATIONAL  gef 

About the Adaptation SME Accelerator Program:

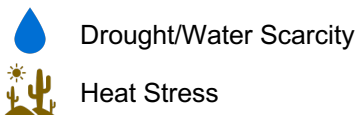
ASAP is an initiative led by the Lightsmith Group, in partnership with the Inter-American Development Bank, the Global Environment Facility, and Conservation International, that seeks to build an ecosystem for early-stage companies in developing countries that have technologies, products, and services that can be used to build resilience to the impacts of climate change ("Adaptation SMEs"). For more information, please reach out to Jay Koh (jay.koh@lightsmithgp.com) and Serena Shi (serena.shi@lightsmithgp.com).



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CLIMATE VULNERABILITIES ADDRESSED



HOW DOES THE COMPANY'S PRODUCTS AND SERVICES BUILD RESILIENCE TO THE IMPACTS OF CLIMATE CHANGE?

Meeting the need of increased global food production by 70% by 2050 while facing increasing climate stress will require more efficient use of resources. Only 10% of the food production increase will come from new cultivated areas, therefore 90% will need to come from efficiency improvement technologies. Crop losses due to climate change are already occurring. Every 1 degree celsius increase in the average global temperature is estimated to yield a loss of about 2% in agricultural production. Water scarcity is set to increase magnitude and scope in many regions around the world.

Most of the food we eat comes from family farming where the level of training and use of technology is low. Agriculture consumes approximately 70% of the planet's freshwater, and half is wasted due to lack of knowledge of when and how to irrigate. Access to information and understanding of the crop for climate resilience are essential to overcoming this challenge. Developing countries in Latin America and Africa account for much of this goal but are limited in resources and infrastructure that can support farmers with data and information from the field. Agrosmart wants to transform agriculture by helping producers to be more productive and sustainable, generating relevant information and helping them learn from their crops.

Agrosmart monitors crops to translate nature and unleash the power of data in food chain. From research and development to the food Industry, we deliver intelligence to different parts of the agricultural value chain, promoting more sustainable and climate-resilient farming practices.

POTENTIAL IMPACT METRICS

Agrosmart is already measuring environmental impact with clear KPIs (e.g., water and energy consumption) and using known methodologies, such as SIP (Social Impact Project).

Other impact indicators currently under development include: employment generation, farmer profit, social welfare, among others.

RELEVANT SUSTAINABLE DEVELOPMENT GOALS (SDGs)



OPPORTUNITIES TO SCALE

Agrosmart aims to become the main Digital Agriculture Platform in Latin America and to be able to integrate with different data sources to generate intelligence for different stakeholders across the food value chain.

The company's mid- to long-term product roadmap includes:

- integrations from current product agreements and incorporating third-party agronomic insights;
- Seed Placement Models for corn/soybean at regional and plot scale;
- blockchain integration;
- consolidation of modular dashboard per customer segment easing customer segmentation and sales strategies;
- consolidation of risk models for insurance and credit;
- scaling software service offerings;
- expanding geographic coverage to other countries in Latin America and abroad.

OPPORTUNITIES FOR TECHNICAL ASSISTANCE

Pilot programs in other countries and regions would support the development and input into Agrosmart's solution, especially with the participation of local institutions and government. Additionally, access to market feasibility studies and market research would help Agrosmart to identify new opportunities for impact and to prioritize its actions accordingly.



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