



An AgTech Revolution: Software designed by growers, for growers

Tuesday, September 1, 2020

- Tired of out-of-touch agtech solutions and the lack of digitization in their daily farming operations, a team of Norwegian farmers decided to build an agtech solution suited for fruit and tree crop growers.
- Launched in April 2019, the Farmable app already has **over 1,000 users worldwide**, such as the UK, Australia, Germany, Norway, to name a few.
- Farmable's mission is to reinvent how farmers gather, organize and use their data, helping them improve yield while taking care of the environment.

Oslo, Norway: Launched in April 2019, the latest version of the app released in January 2020. Taking a departure from the usual Agtech style of building the product in isolation from farmers, Farmable decided to engage with growers from the building of the product development process. Its motto is to build a solution that is designed by growers, for growers.

While there are many agtech solutions that work to make agriculture more efficient and environmentally friendly, for example, weather stations, agricultural robots, sensors and so on; the problem is that so far there has been no solution that collects the data from all these sources and allows us to see the big picture. **Farmable is among the first in the world to launch customized digital solutions for fruit and tree crops.**

Row culture. People who are unfamiliar with agriculture do not realize how difficult it is to spray correctly. Because the rows are so close together in orchards, drivers must skip at least every other row when driving a tractor. When one spends many evening hours spraying, one risks either double spraying some rows or missing some rows completely. It goes without saying that it presents growers with great challenges.

Big Data. Data gathering is still largely done using manual processes. There are few analytical tools that provide insight into how a grower can improve operations on a daily basis. For example, it should be possible to detect diseases much earlier than we do today using machine imagery. This could allow for a significant reduction in chemicals used and save both time and money.

“It is saving resources and protecting the environment,” claims Paul Høyen. In addition, it reduces his reluctance to delegate the spraying work to others. “With this solution I can easily hand over the job to a colleague, and at the same time have an overview that it is done to the specifications I have set.”

Global app. The product is already in use by growers in large agricultural countries such as UK, Australia, Germany, to name a few.

“It is important that we confirm the value for fruit farmers in new markets in the same way we have done for farmers here in Norway,” explains Farmable CEO and co-founder Lars Blikom.

“The key is to provide an operating system that can talk to all data sources and is designed as user-friendly as the best consumer-focused technology. Then the possibilities are endless,” he adds.

Orchard and time management. Using the app today, growers can draw their fields; plan, calculate and delegate jobs; automate log keeping; track job execution; track harvest; take notes all from a mobile app, giving growers the much-desired mobility. There are many benefits the app offers not just on from an orchard management point of view, but also from the personal time perspective. Firstly, Farmable frees growers from maintaining physical notebooks and paper trails when managing the orchard. Secondly, it frees up their time that is usually spent manually entering everything in a computer at the end of a long and tiring day in the field.

By the end of the European season, Farmable will launch a web portal called the ‘Farmable Workbench’ where growers can access a user-friendly tool for organizing data and analyzing trends. This will also be a portal for integrating data streams such as satellite images, local weather station data or soil sensor data streams. By the end of the year, the Farmable Workbench will be extended into a marketplace where users can choose to integrate services from our partner companies.

“It is a huge challenge, but we believe in giving farmers the tools they need to make it easier to grow better products with fewer resources. Since we are farmers ourselves, we have first-hand experience of what is useful today. In dialogue with our users across Europe and Australia, we see that we are addressing a problem yet to be solved in a way that is both simple and practical for the everyday orchard farmer,” concludes Blikom.

Farmable is going to be participating in Fruit Focus Live 2020, stand number 224. Feel free to reach out to us and we’d be happy to e-meet you. Farmable is free for 2020, and we urge all growers to download and try the app. We are actively soliciting feedback from growers across the world to collaboratively build software that is both user-friendly and valuable for daily operations.

About Farmable

- Horticulture focused agtech company founded in Norway in 2018 by Paul Høyen, Lars Blikom, and Norselab, a co-founding venture fund.

- Both Paul and Lars are growers themselves and co-owners of Norway’s largest fruit and berries farm.

- Farmable app launched in April 2019. Currently has over 1,000 users worldwide.