

PRESS RELEASE

October 15th, 2019

New technology developed in Norway makes precision farming available for fruit farms on a mobile phone.

Digitization is coming to your orchard. Many technological innovations are in the process of solving isolated challenges. For fruit growers, a farmer centric and comprehensive operating system is yet to be developed. Norwegian farmer and entrepreneur, Paul Høyen, has been disappointed by this and has taken initiative to develop a digital solution that gives growers the opportunity to gather, organize and use knowledge from several data points. His goal is to make his own farming operation more efficient.

Paul Høyen is getting ready for today's spraying run at his fruit farm in Svelvik, located an hour south of Oslo, Norway. Out of his pocket, he pulls his mobile phone and opens an app. This is the first time he will use the digital solution he himself has been developing to make everyday life easier on the farm.

Even though, agriculture seems to be moving into the digital age, Paul has not seen much technology that can help him reach better decisions in his daily fruit farm operations.

The orchard, Fruktgården, measures 450 acres and is one of Norway's largest producers of fruit and berries. At his farm, he notes that the methodology in farming is in many ways the same as it was a hundred years ago. Powerful machines have made much of the physical work easier and faster, but Paul has consistently been annoyed by how difficult it is to get an overview of the parameters he could adjust to produce more efficiently. At the moment, he, as many other fruit farmers, primarily relies on experience and instincts.

- Data gathering is largely done using manual processes. There are few analytical tools that provide insight into how I 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, explains Paul. The company he helped to start is working on developing this solution. Farmable, launched a pilot product to growers that already offers functionality, which fruit producers have been lacking. He brings up the phone and shows:

- 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, we have to skip at least every other row when driving a tractor. When you spend many evening hours spraying, you risk either double spraying some rows or missing some rows completely. It goes without saying that it presents us with great challenges.

Paul Høyen

Age: 41 years

Work: Farm Manager, co-owner in Fruktgården and co-founder of Farmable.

About Farmable

- Norwegian agritech company founded in 2018 by Paul Høyen, Lars Blikom and Norselab, a co-founding venture fund.

- Pilot product launched in Apple Store and Google Play in April 2019.



The first version of the Farmable app offers tracking of the spraying. This provides you a real-time overview of where you or your contractors have driven and what remains.

- It is saving resources and protects the environment, claims Paul. 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.

How to Use Farmable:

. Farmable has developed an operating system for farms, where all data from field operations are collected in one place and form the basis for a digital model of the farm.

- In the pilot product the grower has access to a spray calculator that specifies the amount of product needed, a job management function which uses GPS technology to track spraying in the field and automatically logs activity. Issues spotted in the field can easily be recorded using the app's field notes, which can be shared together with GPS coordinates to communicate with agronomists or other team members.

- Soon, the system will facilitate harvest logging and data collection from weather stations, other sensors as well as drone and satellite information. In April 2020, the team plans to launch a separate module for agronomists and agricultural consultants.

- To get started, download the free app from the Apple Store or Google Play. An updated app is expected to be launched in January 2020. In addition, Farmable has a desktop portal available online at www.myfarmable.tech.

When asked about the competition, Paul smiles smartly.

- There are many who work to make agriculture more efficient and environmentally friendly. There are, for example, lots of 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 tree crops. Initially, the entrepreneurs are working to reach orchard farmers, but it is only a matter of time before the company will expand to vegetables.

- We have already planned testing in large agricultural countries such as UK and Australia. 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.

Blikom is a co-owner of the farm in Svelvik, and leverages his experience from leading digitalization in the energy sector to his new role as CEO of an agritech startup. He has a track record as digital strategist and has seen what mistakes many people make when developing these types of solutions.

- 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.

He explains that Farmable was created with a vision to empower farmers to feed the world, while preserving the planet. To do this, the team must focus on creating tangible value for farmers by solving important everyday challenges in the field.

- We also want to ensure better flow and control of resources throughout the value chain. For example, we want to be able to quickly integrate a functionality to predict the maturity and size of crops. This is already possible with today's technology, and could make a big difference to the operation of both farmers and players further down the value chain.



The ambition of the Farmable team is to enable farmers to gather, organize and use their data, helping them improve yield while taking care of the environment.

- 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 pilot 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.

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