



**Farmers Edge: The
Managed Services
Partner Committed to
Solving Agribusiness
Tech Challenges**



Who is Farmers Edge?

Farmers Edge is an **innovative technology leader** focused on digital enablement across the agricultural value chain. We're leveraging our unique and integrated expertise in **agronomy, data, and technology** to solve the most pressing agribusiness and crop insurance technology challenges in a way no other company can.

We've invested over \$100 million in R&D over the past 19 years to develop an unparalleled combination of agtech expertise and capabilities. Our Managed Services offering leverages 50 million acres of data, more than 19 patented innovations, and 100+ in-house experts. This allows us to provide agribusiness enterprises with the most comprehensive suite of solutions to impact their most pressing challenges today- improving farm productivity, becoming more sustainable, managing risk, reducing costs, and enabling sales teams for success.

We are proud to be a Fairfax Group Company.

Farmers Edge is a global company with operations in North America, Brazil and India. Proudly backed by Fairfax Financial, we have emerged as a lean and focused technology powerhouse led by former Amazon executives focused on digital enablement across the entire agriculture value chain.



The Problems We're Solving



Fragmented Data

Many enterprise agribusiness companies struggle with **siloes data stored across multiple applications** and business units, from paper records and spreadsheets in the field to disconnected databases. This creates bottlenecks within workflows and severely limits your ability to leverage the power of your data.

We have the expertise to **consolidate all your fragmented data** sources into a single, centralized data highway, ensuring seamless flow of, and access to, accurate, real-time information. As a result, our customers are empowered to make data-informed decisions faster.

Operational Inefficiencies

Growth can have unintended obstacles. For many agricultural companies it leads to **technology bloat**, with multiple applications designed to meet different goals, forcing a fragmented user experience on employees and customers who must jump between systems to get the information and functionalities they need.

We've architected ag-specific workflows to service agronomists in the field and, as a result, have **automated and digitized** most agronomic tasks needed by enterprise agribusiness and crop insurers today. Leveraging our solutions establishes AG-best practices with productivity gains through smooth, streamlined workflows.

Scalability

Effectively scaling is a common challenge for agribusiness enterprises. Transitioning the size of your operations can be a struggle that can limit progress and hinder performance within organizations. Either teams are pushed **beyond their capacity** or early expansions cause pressure on budgets and profits.

We specialize in helping companies scale beyond what many believe is possible. Our exposure through the **entire agriculture value chain** puts us in a category by ourselves among technology enablers. We give our agribusiness clients the fuel to grow with tailor-made solutions for rapid scalability.

Our Presence Across the Value Chain with Ag Input Providers



Retailers

Description: We partner with ag retailers to provide advanced, actionable agronomy insights.

Capabilities: Our FarmCommand platform delivers **real-time data**, boosting sales and customer satisfaction through tailored crop recommendations.

Farmers

Description: We empower farmers with real-time agronomy services for increased productivity.

Capabilities: With **19+ patents** and **100+ experts**, we provide a **2.5-day soil lab turnaround**, enabling quick decisions on crop health and nutrition.

Consumers

Description: Farmers Edge influences sustainable food choices from farm to consumer.

Capabilities: Our solutions ensure **traceability and transparency**, supporting consumer demands for sustainable, responsibly sourced products.

Food Companies

Description: Farmers Edge supports traders with accurate yield forecasts and risk insights.

Capabilities: Offering Carbon Intensity scoring and Scope 3 GHG solutions, we manage **700K+ tons** of serialized carbon offsets, aligning with sustainability goals.

Traders

Description: Farmers Edge supports traders with accurate yield forecasts and risk insights.

Capabilities: Our models, like YPM and SWITCH, deliver **95% accuracy**. We track **8.2M acres** in carbon reductions, aiding sustainable trading.

Agronomy + Data + Technology

Our tools and expertise solve the most pressing technological challenges in agribusiness today.



Centralizing Field Data

FarmCommand Field Maps provide a color-coded visual representation of field-by-field performance, providing clients with a clear and simple way to view reliable data to drive action.



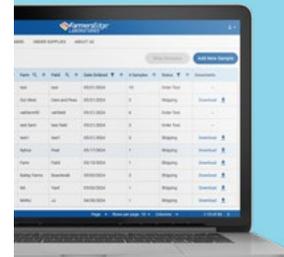
Minimizing Ag Insurance Risk

Leverage comprehensive risk management tools and intelligent process automation to support underwriting, claims, regulatory reporting, and advanced policy solution development. Our historical data analysis and targeted insights provide powerful insight to minimize agricultural risks.



Real-time Performance Scoring and Remediation Support

Drive data-informed decisions quickly with real-time performance scoring and remediation support in a simple-to-use dashboard.



Analyzing Soil Health

Maximize productivity and profitability by understanding the health of your soil. Receive fast and precise soil health insights and recommendations to optimize farming strategies.



How Agribusiness and Crop Insurance Companies Can Leverage Managed Services from Farmers Edge

Sustainability Priorities

Is your company looking to accelerate your Scope 3 GHG measurement initiatives? Farmers Edge soil labs capture historical carbon sequestration data at the soil and field level that can be traced all the way up to serialization into a carbon offset. If you're looking for a reliable Measurement, Reporting, and Verification (MRV) system, Farmers Edge has a ready-to-deploy white labeled solution for you. We enable Chief Sustainability Officers and other business leaders across CPG sectors to accurately measure and manage your Scope 3 efforts from end-to-end throughout your supply chain.

Assessing Insurance Risk

Nobody else in the industry has developed ag-oriented risk models to the level of Farmers Edge. Our models are already at work for the largest crop insurers and banks in the Western hemisphere. They've integrated them into their proprietary datasets to generate well-informed and accurate risk assessments. If you want to better understand and manage risk around your crop asset portfolios, our solutions provide unparalleled insight and predictive power.

Tech Solutions Tailored to Enterprise Agribusiness

We provide farms, input providers, processors and distributors, ag retail, and CPG customers the opportunity to license and white label our proprietary solutions. This allows you to leverage Farmers Edge offerings to implement a cost arbitrage strategy, gaining better control over your Total Cost of Ownership (TCO) on IT investments. We are quickly gaining a reputation as the go-to "fractionalized R&D center" for enterprise agribusinesses because we provide scalable and innovative tech solutions without the significant lift and overhead of building and maintaining internal teams of expertise.

Making Our Solutions Your Solutions

Many technology providers promise to meet you where you are but fall short on accomplishing it. Farmers Edge offers a range of solutions that allow us to meet your specific modernization needs today and into the future, while minimizing risk and maximizing efficiency.



Technology Outsourcing

Improve your business agility and lower operational costs. By becoming an extension of your technology team, we fill skill gaps and free your IT organization with the capacity needed to focus on digitally innovating and scaling the business.

Licensing and White Labeling

Dig into our robust catalog of solutions, including AI/ML models, risk solutions, licensed SaaS, data access and more. We tailor solutions for your business use cases with white-labeled branding, accelerating your time to deploy within budget.

Custom Development

Bring your vision to reality. We start by discovering your needs and assessing what we can accelerate. We configure and customize cost-effective solutions addressed to the unique requirements of your business.

Farmers Edge Laboratory: Insights You Can Trust

Unbiased Objectivity

Farmers Edge Lab is an independent soil laboratory, with facilities in Grimes, Iowa and Winnipeg, Manitoba, providing service across North America. Receive objective soil health analysis and superior recommendations delivered quickly in a way that's easy to understand and act on in our LabCommand platform.

Best in Class Service

Farmers Edge Laboratories provides a range of comprehensive soil testing solutions. We operate a highly regulated environment utilizing robust quality control and assurance systems to ensure accurate and timely results. With our online portal, [LabCommand](#), we make it easy to submit samples, review reports and pay for services from anywhere.

Fast Turnaround

Time is valuable in your business, so we've worked intentionally to offer 2½-day lab turnaround times. We're focused on efficiency, we guarantee the fastest turnaround in the industry, ensuring you can meet critical agronomic decisions quickly.

Purpose-Built for Agribusiness Technology

We are a technology company born and raised in the agriculture industry. With a keen focus on digital transformation, operational efficiency, and sustainable growth Farmers Edge is the preferred technology partner for agribusiness.



Our Work in Action: Real World Examples of the Power of Farmers Edge



Strategic Partnership in Digital Agronomy

A major agricultural retailer sought to enhance its agronomy offerings and partnered with Farmers Edge to implement our FarmCommand platform. This integration gave the retailer access to satellite imagery, predictive modeling, and field-level insights, allowing them to deliver advanced crop management tools to their clients while boosting internal efficiencies.

Farmers Edge provided white-labeled digital agronomy tools and outsourced IT infrastructure and data management services, enabling the retailer to focus on core agronomy services without investing in building and maintaining these technical capabilities internally.



Streamlining Data Collection and Reporting for Grower Groups

A national crop association collaborated with Farmers Edge to digitize their grower base and support participation in government-led sustainability programs. After evaluating multiple platforms, the association selected Farmers Edge for our robust data collection, reporting capabilities, and comprehensive change management services that facilitated team training and eased the transition.

Farmers Edge's solutions have helped digitize hundreds of growers, allowing the association to effectively manage grower-level Carbon Intensity (CI) scoring and compliance reporting. Our platform and ongoing training services have streamlined their operations, enhancing data accuracy and reporting while reducing strain on internal teams.



Partners@FarmersEdge.ca
FarmersEdge.ca