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CASE STUDY

Enabling Precision & Sustainability For One Of The Largest Seed Companies In The World



EAST-WEST SEED

Increasing Yield And Creating Opportunities For
Smallholder Farmers

The Company

East-West Seed is a privately-owned Dutch company that is one of the largest vegetable seed companies in the world and a producer of an assortment of hybrids and open-pollinated seeds.

East-West Seed is the market leader for tropical vegetable seeds in Asia. It develops, produces and markets hybrid tropical vegetable seeds. The company has developed its business over the last four decades using superior vegetable breeding combined with a carefully cultivated and nurtured relationship with local

farmers wherever it operates. The company holds strong market positions in Asia and is rapidly expanding in Africa and Latin America.

East-West Seed is presently enhancing its business operations and the technology they use. While the organisation has been extremely successful in their endeavours as a seed company in the last 39 years, they envision the crux of business transformation in their need to change the way they operate and in the way they make the best use of modern technologies.



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The Challenge

The organisation faced the following challenges and there was an urgent need for digitization to help the

company in their efforts to increase yield per acre.



Cumbersome and cost-ineffective process of the field agents to capture data



Loss of data due to manual data collection through forms



Lack of accurate means to measure performance of each seed variety



Lack of visibility on the activities of the field staff



Difficulty in monitoring the quantity of agrochemicals used by farmers



Inconsistent metrics on seed performance across value chain



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Cropin's Innovation

EWS has partnered with Cropin to implement Cropin Grow for its operations in six regions across Asia - Indonesia, India, Thailand, Philippines, Myanmar

and Vietnam. The goal of the partnership is to achieve -



Visibility of Seed Varieties & Field Operations


- Analysing various metrics to substantiate grades with respect to seed varieties
- Measure performance of each seed variety in different soil or agro-climatic conditions
- Overview of field officers and growers



Production Accuracy

- Maintain production growth rates and grower efficiencies
- Set preemptive protocols to gain insights into seed performance and track it across the value chain



 Cropin Grow is an end-to-end farm data management solution that monitors all processes leading up to harvest. The solution leverages ground-truth data, weather advisory, and accurate insights based on satellite monitoring to enable data-driven farm and business operations. By tracking, managing and monitoring every step - from input to execution - all in one place, SmartFarm helps achieve efficiency and improves traceability and output predictability.



Some of the **other notable features** that aided the digitisation activities include:



An offline mode that enables data collection even in the absence of internet connectivity in remote locations



Multilingual support in 15+ regional languages, which simplifies the company's communication with users in countries where English is not the primary language



High levels of data encryption to provide security and preserve privacy

Image credits: EWS

IMPACT NUMBERS

68,108

Hectares Of Area Audited

15,000+

Farmers Registered

Regions

Indonesia, India, Thailand,
Philippines, Myanmar, Vietnam

350+

Field Staff Empowered

49 & 2195

Crops Recorded
Crop Varieties

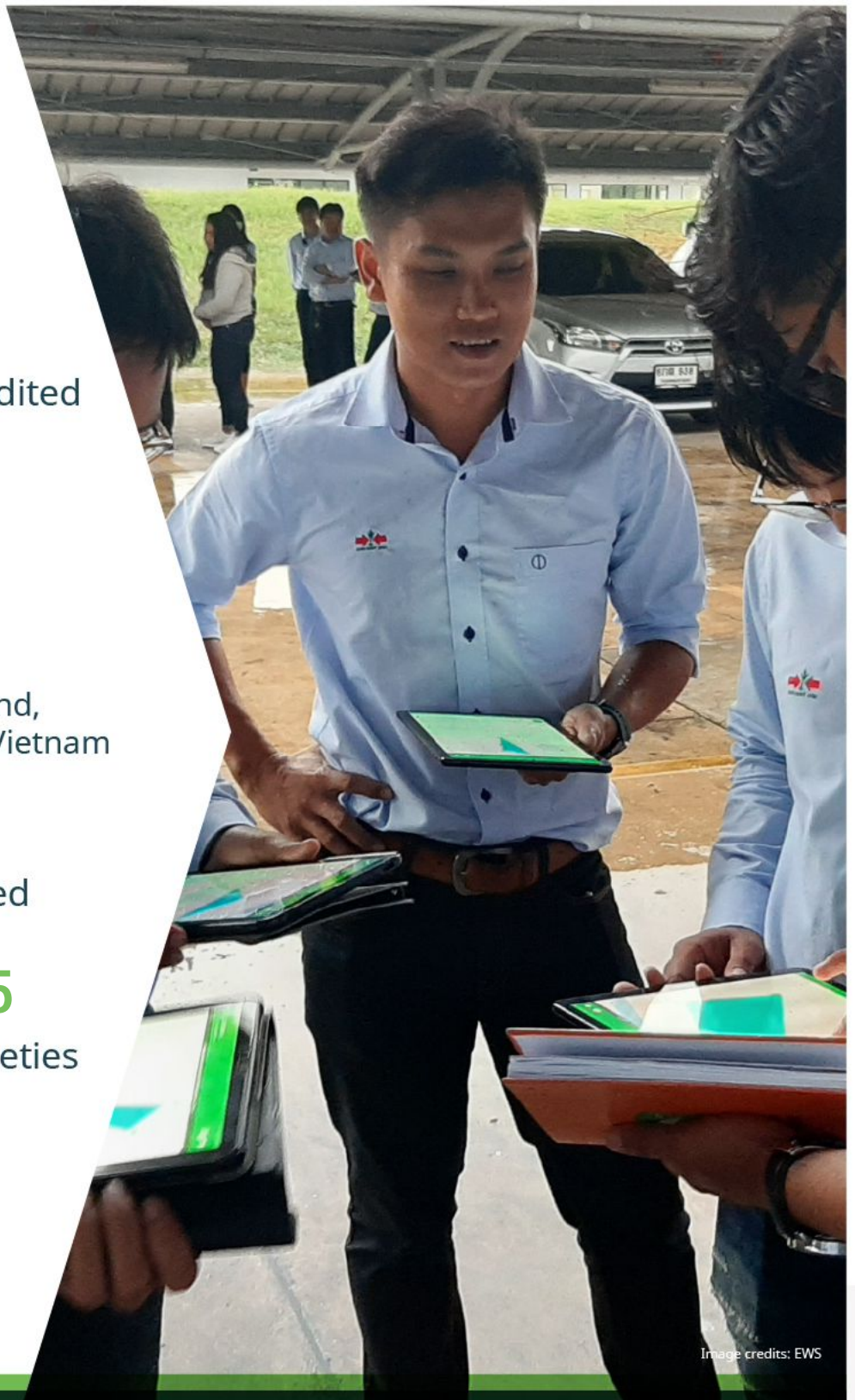


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About Cropin

Founded in 2010, Cropin is the world's most advanced AI Platform for Food and Agriculture. Cropin Cloud, the world's first industry cloud for agriculture, has computed 10% of the world's cultivable lands. Implemented by over 250+ enterprises, Cropin empowers stakeholders to make informed decisions that enhance farming efficiency, productivity, and sustainability. Our teams are spread across India, The United States, Italy, The Netherlands, and Brazil. We have digitized 30 million acres of farmlands and positively impacted over 7 million farmers worldwide. Our crop knowledge graph, spanning 350 crops and 10,000 varieties in 103 countries, powers the Cropin Cloud. We are at the forefront of uniting agribusinesses, development agencies, international organizations, and governments to leverage Agtech systems to transform global food systems and attain climate goals. Cropin is backed by Google, Bill & Melinda Gates Foundation, ABC Impact, and Chiratae Ventures, among other notable investors.