See Further, Source Smarter: Enhance Procurement Strategies with Cropin

Gain a competitive edge with Cropin's predictive intelligence and data-driven solutions
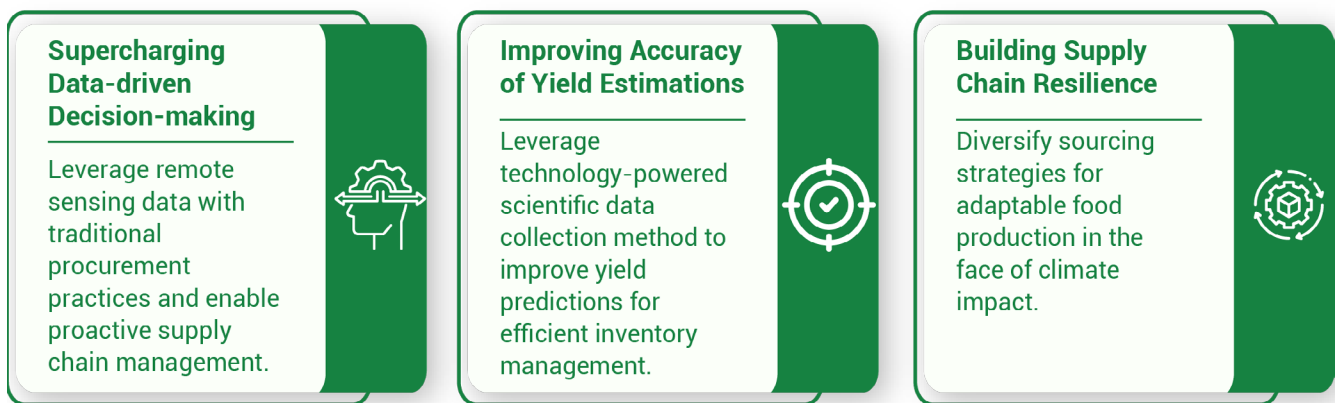
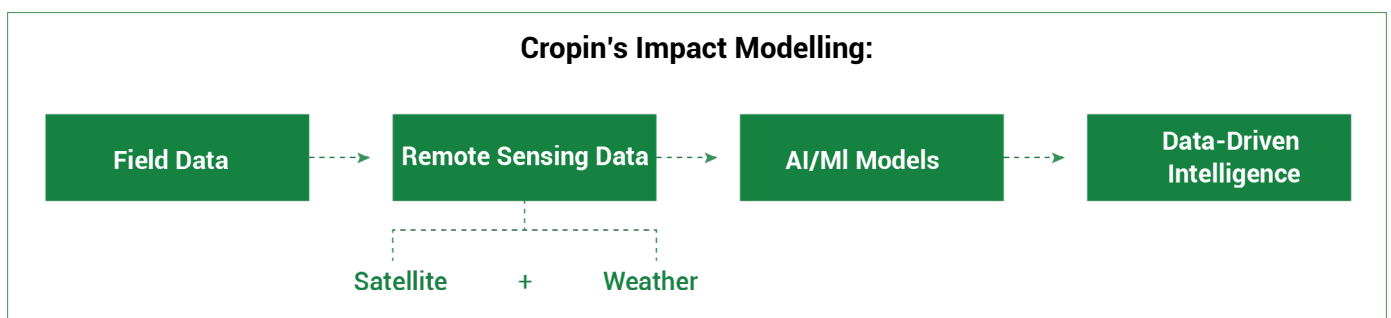## Food Supply Chain Blues - The all too Common Struggle:

Unpredictable weather patterns and climate shifts are the new normal. This volatility puts enormous pressure on your food supply chain planning, leaving you scrambling for better and earlier insights into crop yield and quality from your existing sourcing regions. Sounds like your daily struggle, right?

You need a two-pronged approach: Readiness and Responsiveness

Readiness is your first line of defense. For this, you need early visibility into the availability of your commodity of interest and its quality, better yield estimations, and the ability to identify new geographies for expansion. And you can be better prepared to respond with real-time monitoring of the sourcing farms and farmer engagement to enable your responsible sourcing goals.

Supercharging Data-driven Decision-making

Leverage remote sensing data with traditional procurement practices and enable proactive supply chain management.

Improving Accuracy of Yield Estimations

Leverage technology-powered scientific data collection method to improve yield predictions for efficient inventory management.

Building Supply Chain Resilience

Diversify sourcing strategies for adaptable food production in the face of climate impact.

Your Secret Power:

Cropin's Impact Modelling:

Field Data → Remote Sensing Data → AI/Ml Models → Data-Driven Intelligence

Satellite + Weather

Cropin's AI/ML-powered Intelligence solutions enable you to be both ready and respond better and in time. Let's break it down.

Early Visibility:

Imagine knowing months in advance exactly how much of your key commodity will be produced and its quality. Cropin's proprietary crop knowledge graphs and advanced AI/ML models help you do just that, providing an **accurate estimation of sown area and production at the regional level (in your sourcing areas of interest)**. For example, our regional intelligence solution determined early sowing trend changes and unearthed the causalities for a drop in maize yield in Kenya and paddy yield in Nigeria. Giving you a granular view even at a county level.
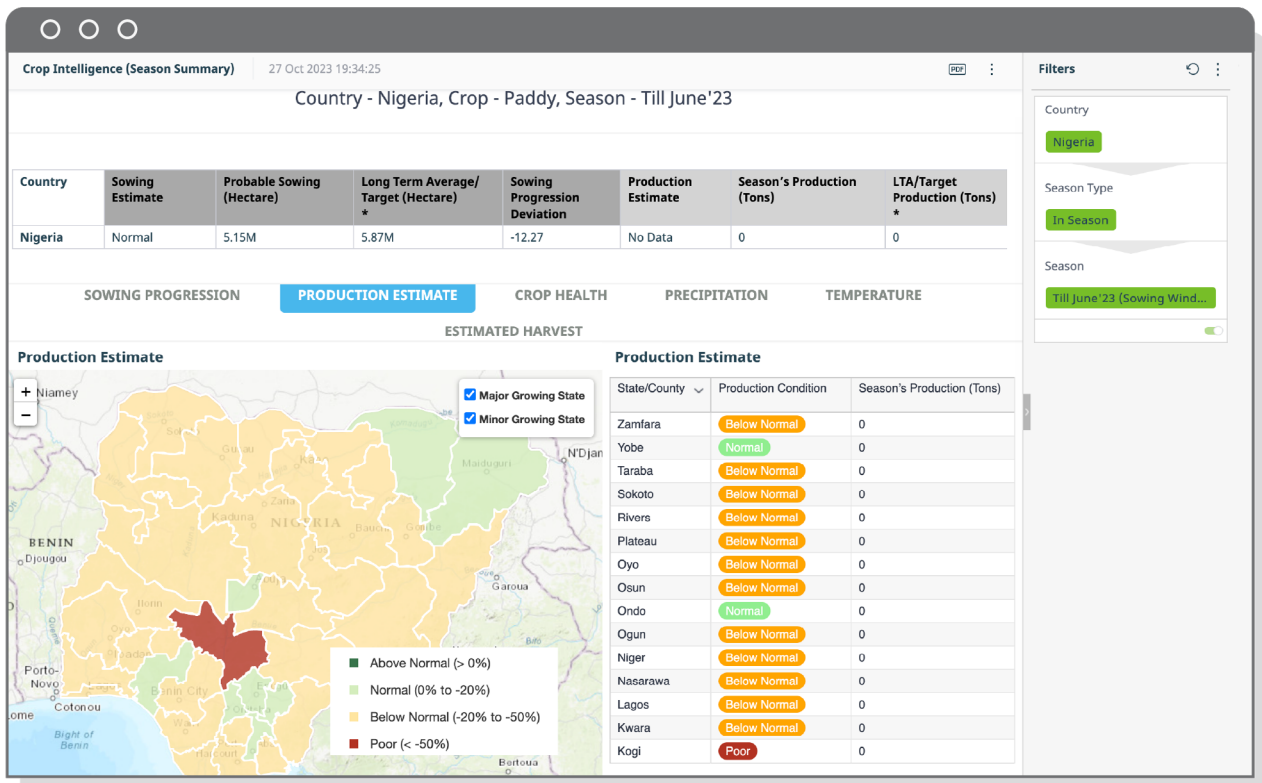
Fig 1: Nigeria, Paddy Production Estimate
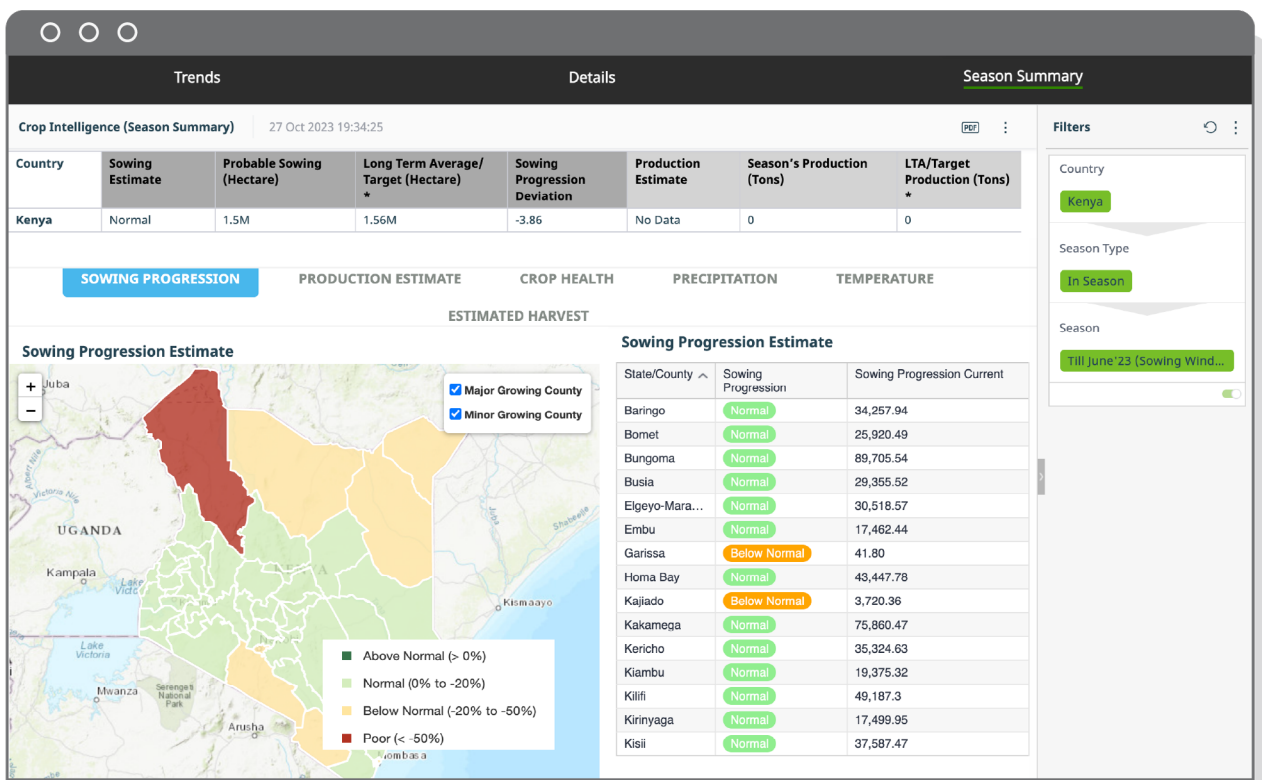
Fig 2: Kenya, Sowing Progression

More Accurate Yield Estimates:

Fluctuating yield estimates fueled by climate chaos and opaque data leave you in a guessing game for crop yields. Do you want to see data backed by science that you can trust? Cropin's Scientific Smart Sampling framework goes beyond existing human error-prone practices. Smart sampling powered by human and technology collaboration better accounts for farm-level variations, improving your current yield estimation forecasts by approximately 30-40%.

Fig 3: Zones for Sample Collection Suggested by Smart Sampling Module

Farmer Engagement:

Aiming to get consistent engagement to drive impact within your farmer communities? You're not alone. What if you could engage directly with farmers in their local language, share timely updates and build trust with data-driven insights? Leverage the power for Active Farmer Engagement with Cropin solutions. We enable you to share predictive intelligence-based alerts and notification with farmers across mutiple communication channels - email, SMS, WhatsApp, Mobile App. **We show results. Here is what we are doing for a leading CPG company like yours with a farmer base of 200,000 in their region of operations. We are enabling them to grow their active loyal farmer base from existing ~10% to reach at least 25% over a two-year timeframe**.
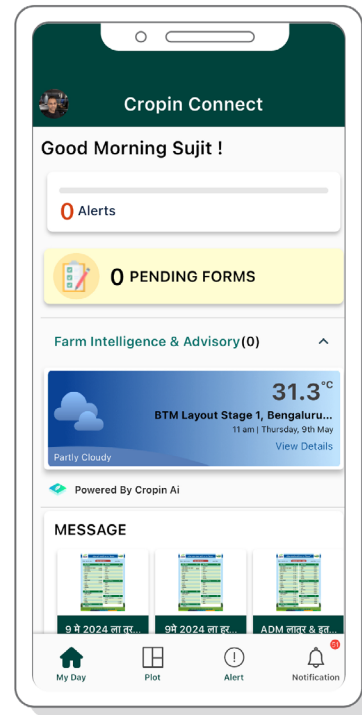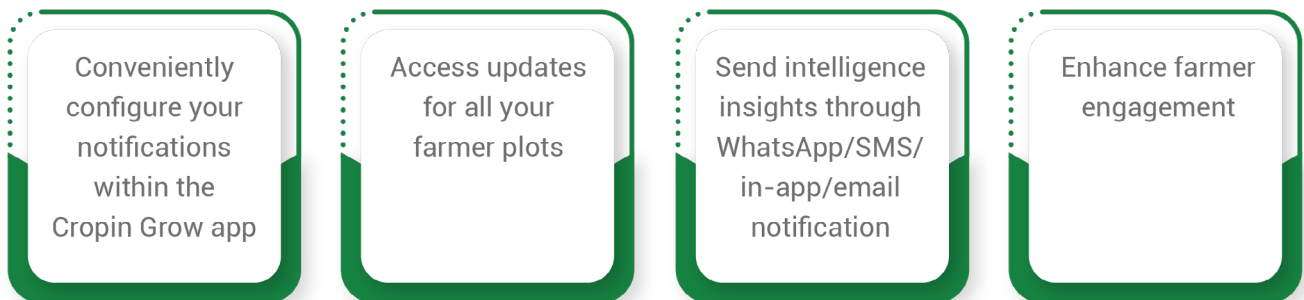

Fig 4: Mobile View of Farmer Engagement

Conveniently configure your notifications within the Cropin Grow app

Access updates for all your farmer plots

Send intelligence insights through WhatsApp/SMS/ in-app/email notification

Enhance farmer engagement

Fig 5: Farmer Engagement Module
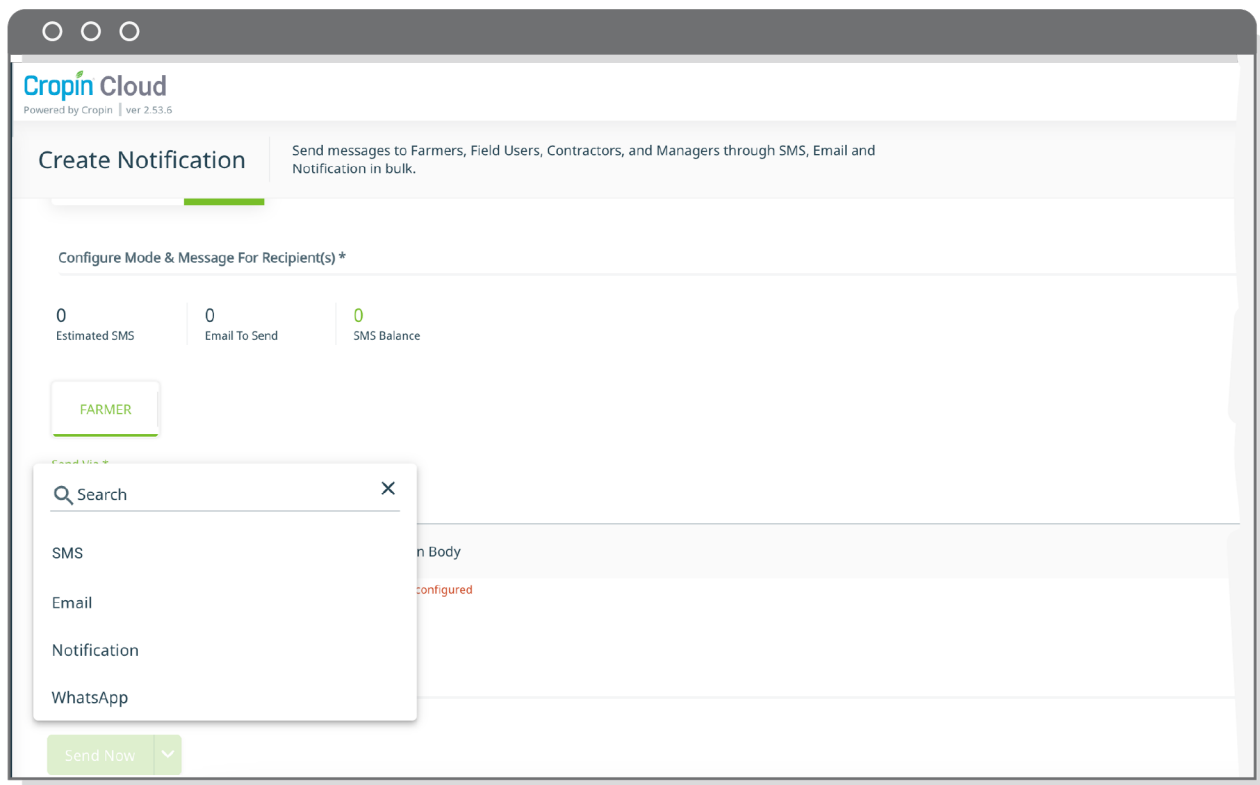
Fig 6: Notification Creation: Selection of Mode of Communication

Fig 7: Notification Creation: Selection of Language

Discover New Geographies to Expand

Cropin offers agri-intelligence at a regional level for essential insights to derisk food supply chains. We help identify suitable current and future sourcing regions for diversification and partnerships based on your crop value chain of interest - build supply chain resilience to manage demand efficiently.

Fig 8: Yield Data for Geographic Expansion

Real-time Monitoring
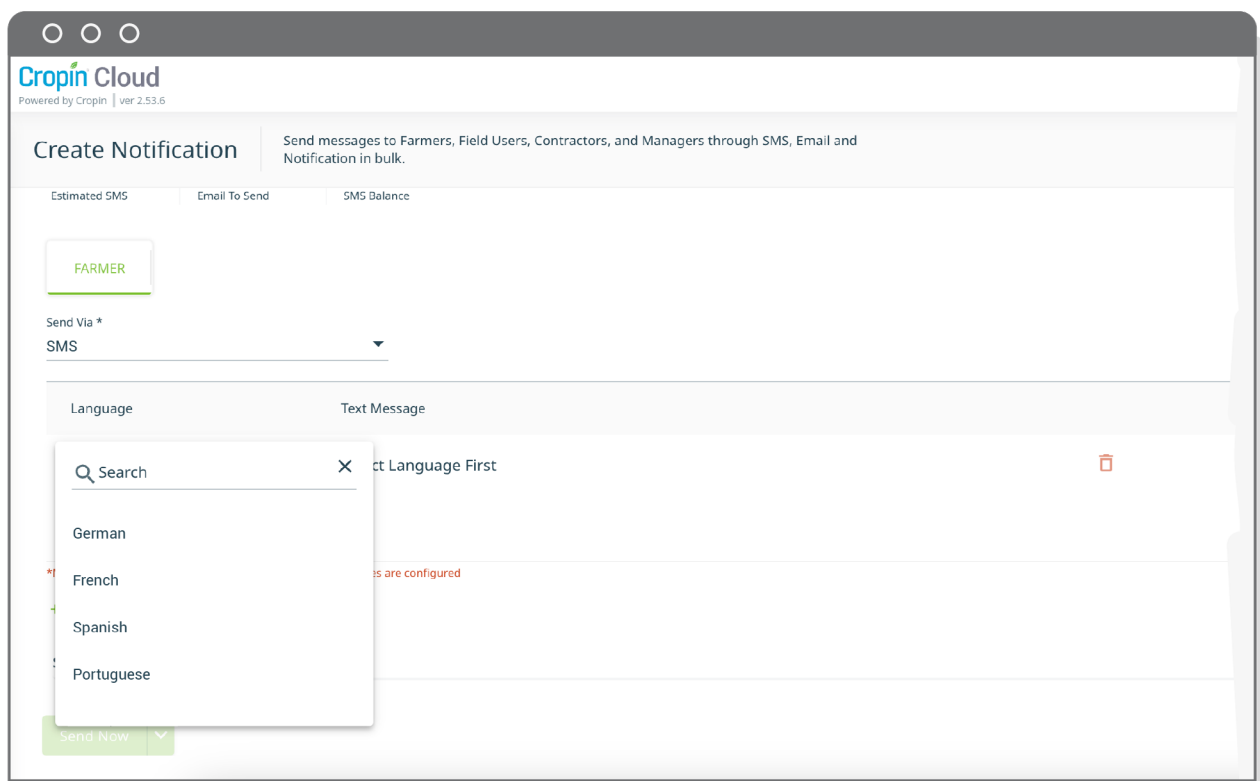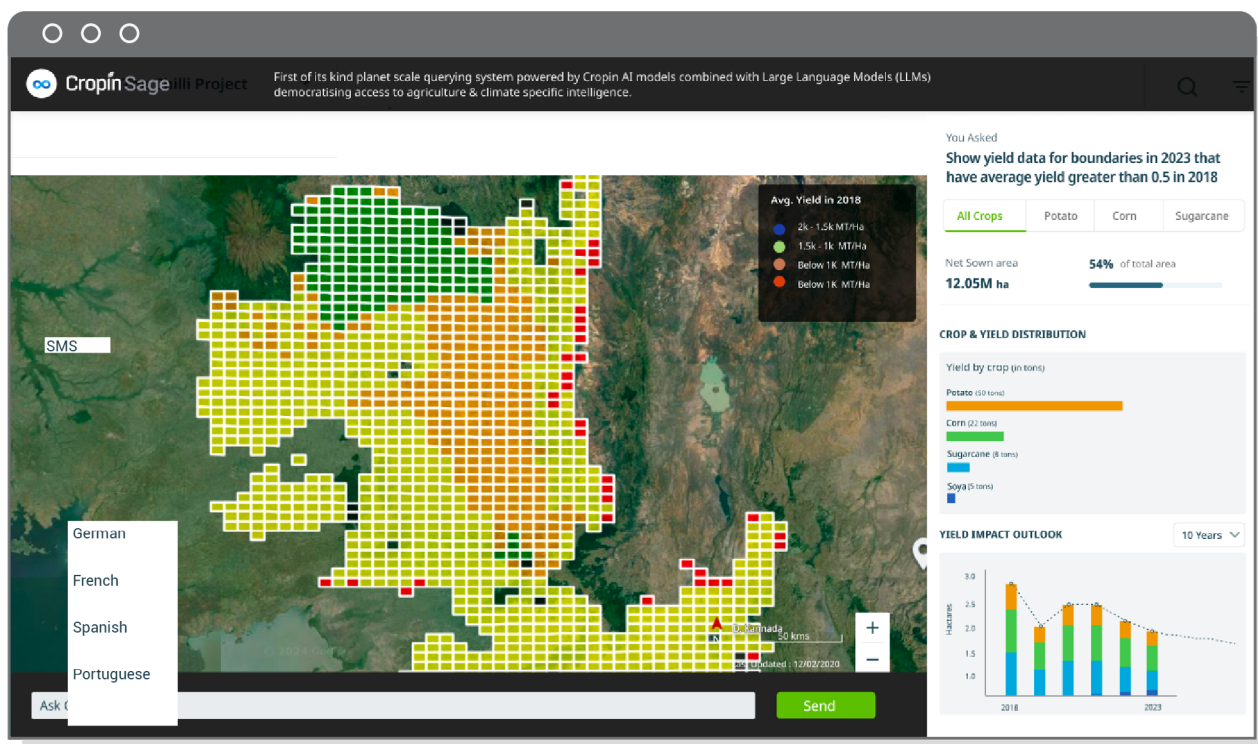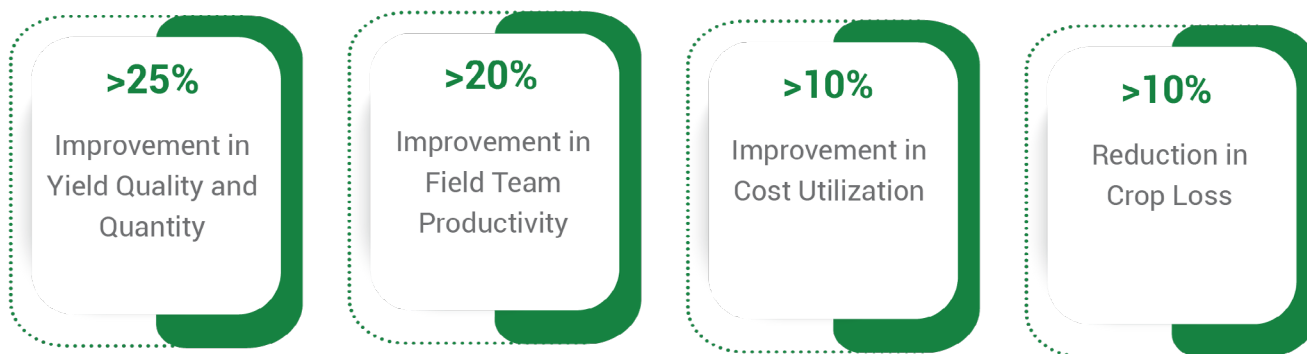
Picture this: you are one of the biggest food processing companies. You've got the knowledge and the resources…, but your data collection is stuck. It takes a whole week to get the latest information from the field. Many of our customers faced that problem when we started our collaboration. Digitization with Cropin Cloud enables real-time monitoring that has resulted in

>25%	>20%	>10%	>10%
Improvement in Yield Quality and Quantity	Improvement in Field Team Productivity	Improvement in Cost Utilization	Reduction in Crop Loss

Source Responsibly:

With growing consumer awareness, there is an increasing demand for responsibly sourced products. Cropin enables traceability in the last mile to validate sustainable agriculture practices, monitor and report farmlands on deforested land with its dMRV (Digital Measurement, Reporting and Verification). The platform enables you to integrate data from other systems and analyze, visualize and report against your organization's defined sustainability goals.
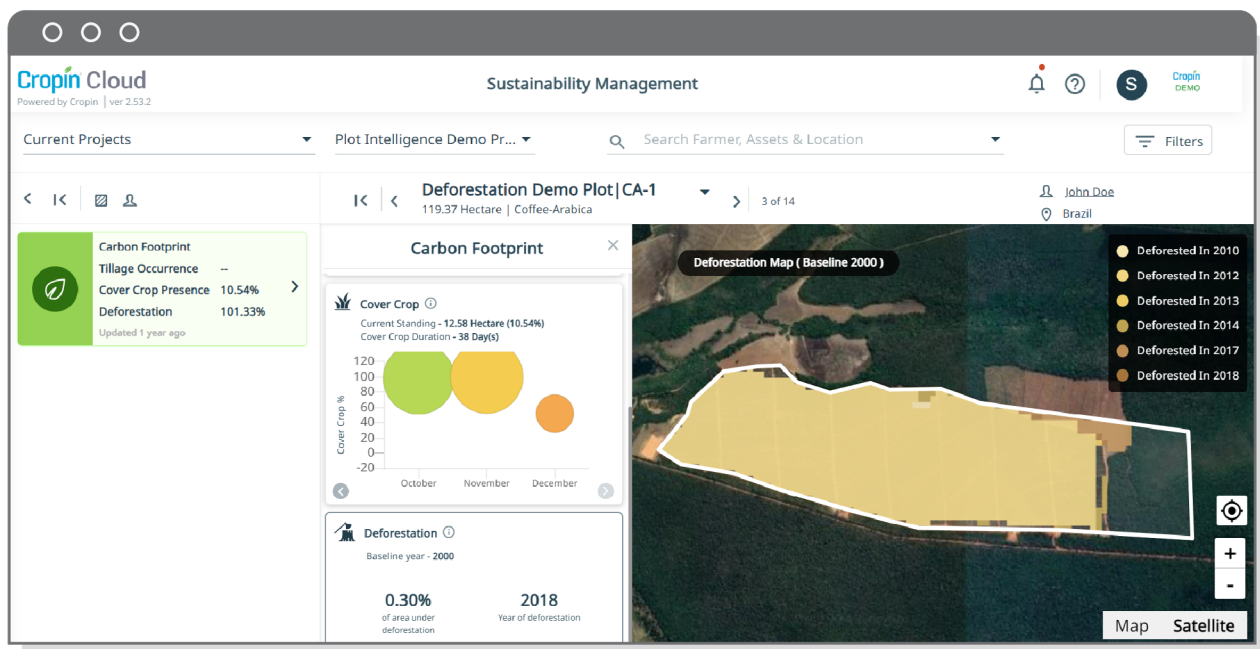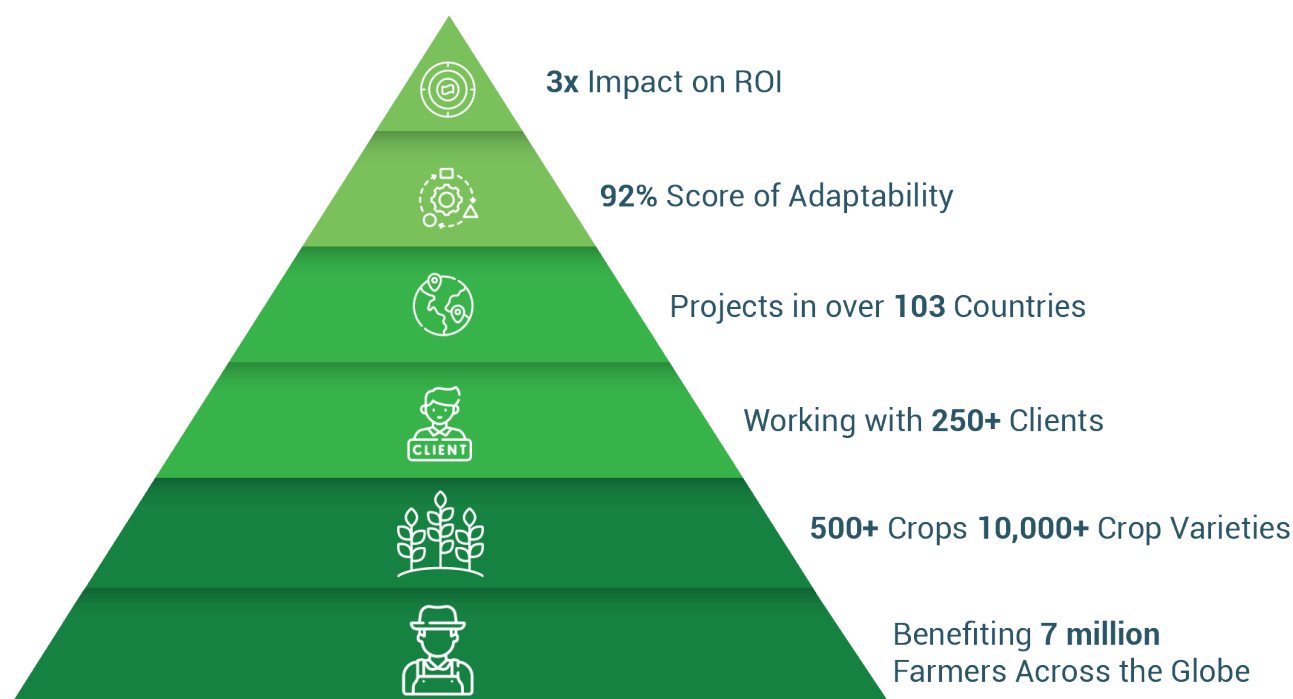
Fig 9: Customized Sustainability Dashboard

14 years of digitally transforming **16 Million acres of farmland** went to build our proprietary crop knowledge graph

3x Impact on ROI

92% Score of Adaptability

Projects in over **103** Countries

Working with **250+** Clients

500+ Crops **10,000+** Crop Varieties

Benefiting **7 million** Farmers Across the Globe

Cropin isn't just about unlocking value from your data. It's your edge to make smarter procurement decisions in this ever-changing landscape.

Early visibility, better forecast intelligence, and cost savings. That's the Cropin advantage to improve your top-line and bottom-line.

Ready to transform your food supply chain and procurement game?

Book an Appointment Now!

Remember, in today's climate, procurement can no longer be a guessing game. It's a strategic battle you can win with Cropin.

About Cropin

Cropin is a global leader in agricultural technology, empowering farmers, agribusinesses, and governments with AI-driven intelligence to build a more resilient and sustainable food future. By mapping and meticulously analyzing over 10% of the world's agricultural land to date, providing insights into over 450 million hectares, we have built unprecedented insights to optimize yields, reduce costs, and mitigate the impacts of climate change. Our platform serves over 100 businesses, development agencies and governments, reaching 7 million farmers across 30 million acres of farmland. Powered by a vast crop knowledge graph encompassing 350 crops and 10,000 varieties in agro-climatic conditions from over 100 countries, our intelligent industry cloud platform for agriculture is revolutionizing how we feed the planet. Backed by Google, ABC Impact, Chiratae Ventures, BMGF, and other leading investors, we're not just predicting the future of agriculture, we're building it—one farm, one crop, one acre at a time.

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