

Production Optimization From Seed to Factory

Case Study

Overview



Industry Food and beverage



Crop Corn



Challenge

A multinational food and beverage company wanted to control quality and enhance coordination across its geographically distributed popcorn supply chain in Brazil.



Solution

Continuous, real-time visibility into agricultural production, monitoring quality and yield from the pre-planting phase to the factory gate. The solution connects the value chain through a single, shared source of truth, enabling plot-level traceability and greater corporate accountability.



About the company

Food brands the world loves

A US-based food company with quality brands in over 100 countries. Brazil is home to some of its most prominent operations, with several household-name brands. The company works closely with growers along its supply chain to provide agronomic advice and promote sustainable farming practices, emphasizing product quality and sustainable sourcing.

The Challenge

Seeking an agronomic platform to optimize supply chain operations

The company source from an extensive array of growers in Brazil, and sought to streamline its value chain operations and achieve better coordination and knowledge structuring to support buying, logistics management, and post-harvest traceability. The company also required a high-level view of all operations grower by grower analytics, and a platform to effectively monitor yield and quality indicators throughout the season and enhance their agronomic reach.

The Solution

Streamlined operations and control from field to factory

Agritask's platform enables the company to extend its agronomic reach and enhance coordination between various functions within the company and its supply array.

The solution covers 3 key objectives:

Quality and yield assurance

Combining remote sensing tools, such as satellite and 3rd party virtual weather station data, with field measurements, the solution presents an aggregated, structured and up-to-date picture of field operations, continuously monitoring plant growth and risks. Automated thresholds, protocols and best practices enable the company to efficiently scale its agronomic support to the farmers they work with.

Post-production management and traceability

Track harvest on each plot with yield and quality indicators. Automate the calculation of payments and discounts based on quality control standards and legal classification, as well as the status of invoice for each grower.

Grower performance benchmarking:

The solution passively and comprehensively documents input use at the individual farmer level throughout the season. This enables supply chain managers to make informed sourcing decision by comparing yields, pests and diseases prevalence, and input use between growers, regions and plots.



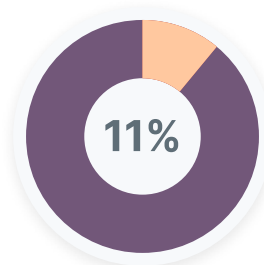
| The Result

Successful launch and positive feedback by farmers

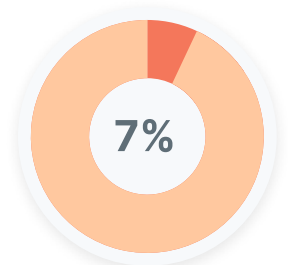
Today, Agritask is deployed in over 15,000 hectares supplying the company across the state of Mato Grosso in Brazil, and offers many more functionalities compared to the first season. The bilateral visibility provided by Agritask allows for better coordination post harvest, shortened unloading times and quicker, streamlined compensation processes with clear payment terms and thresholds.

Coordinating optimized harvest timing had resulted in a 11% increase in high quality yield, and an overall 7% decrease in yield impurities.

In addition to the company's own team, growers in its supply chain also use the Agritask platform for their own benefits, such as tracking their fields through the season and checking the status of their post-production harvest to resolve compensation issues, resulting in high grower engagement and higher commitment to quality.



Increase in high quality yield



decrease in yield impurities

Want to learn more
about Agritask?

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