

INTRODUCTION

VeggiTech (Vegetation technology redefined) is an UAE based company producing premium fresh vegetables for the high-end markets in Emirates. Climate conditions in the Emirates are harsh. During ten months of the year, average temperatures rise over 30 Celsius degrees, making agriculture production very challenging. In order to respond to these challenges and meet the high market standards in UAE, VeggiTech introduced fully controlled high-tech indoor farms with hydroponics, grow lights and fully digitalized processes that are powered by AGRIVI farm management software.

CHALLENGE

Today, food traceability is a huge topic in food production and is globally emphasized among the consumers and food producers alike. Consumers are becoming more aware of the upsides of a healthy diet, and are interested in knowing what exactly they are consuming. This trend is not only present, but gaining steam in the United Arab Emirates (UAE), a high-end market that demands premium food quality to match the customer experience.

VeggiTech faced many challenges common among food producers that aren't fully digitized. There was no adequate input usage tracking, workforce management and stock monitoring was inefficient and productivity and profitability data were lacking. But, among all aforementioned challenges, food traceability stood out. What VeggiTech needed was a central platform in order to maximize profit and productivity, and add value to their product through traceability.

SOLUTION

The implementation of AGRIVI's farm management software represented a huge boost for every part of VeggiTech's production process. "AGRIVI is the backbone of VeggiTech. Everything that the farm is conducting or executing is all captured in the AGRIVI app. Entire field management,