

Case study - VeggiTech | United Arab Emirates

(< 3min)

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, resource allocation, storage management, harvest planning, yield forecast versus actual yield,

and many more vital insights", says Hemant Julka, VeggiTech's Co-founder and Chief Operating Officer.

Their new powerful tool meant that all of the produce produced on VeggiTech's farm is completely traceable. And so, "Know what you eat" campaign was born. As a part of the campaign, a QR code was placed on all of VeggiTech product packages, making key production and quality data available with just one click on the smartphone. The data necessary to generate the code is provided by AGRIVI farm management software. Besides enabling customers to know the origin and quality of the product, this principle is strengthening the level of trust between the producers and consumers, adding value to other business entities. "QR Code is the flag of The Food Revolution", stated Julka.

Now, restaurants and hotels in the UAE are showing interest in implementing the QR code on their menus, food cards, or beverage lists. The goal is to impact the consumers to become more curious about the food they're consuming, especially the younger generations, leaders of tomorrow. Also, VeggiTech design model supports full transparency, as their Hydroponic farm is open for the public and everyone is welcomed to visit and see the production in person.

"QR code brings transparency to a new level. We don't just offer the ability to visit our farms in person. Everyone can now digitally visit our farms and see how we produce.", stated Julka.

Sustainability is also something VeggiTech takes seriously. The United Nations Sustainable Development Goals (UN SDG) in Zero Hunger goal put agricultural productivity and sustainability as one of the highest priorities. Despite the technology design that is already in line with the Zero Hunger UN SDG, VeggiTech went beyond with the "Local Production for Local Consumption" philosophy. The goal is to set a Production-Consumption 50-mile radius, thus ensuring traceability of the product served locally within a 50-mile distance that would strengthen the local production.

"Together, VeggiTech and AGRIVI are bringing the agronomy into the modern world." – Hemant Julka, VeggiTech