**AGRIVI Releases Ed, an Industry-Changing AI Farm Advisor**

*AI-Driven Agronomic Advisory Assistant Designed to Empower the Agriculture Value Chain and Support the Digitalization of Over 500 Million Farms Globally*

**London, June 13th, 2023** - **Leading global agtech company AGRIVI presented its new agtech solution AGRIVI Ed, aimed to empower the entire agriculture ecosystem to digitalize agriculture and apply innovative technologies for smarter and more sustainable crop management. As a fully AI-driven agronomic advisory assistant, Ed is designed to provide comprehensive agronomic support to farmers worldwide, enabling them to produce more efficiently, sustainably, and profitably. Agri-food value chain companies are able to get their own, white-labeled Ed through AGRIVI Engage platform to empower farmers in their eco-system with their AI agronomic advisor.**

Being at the forefront of supporting agriculture digitalization globally, AGRIVI recognizes the vital role technology plays in empowering farmers to meet food-producing challenges head-on. Company's 360 farm management platform has already generated remarkable results for the last decade, but while large professional farms implemented the whole benefits of agtech revolution, **the majority of 98% world's farms still remain unconnected to the digital revolution.**

*„Small and medium-sized farms, which make up a significant portion of global agriculture, need assistance and support from the wider agricultural ecosystem to embrace data-driven decision-making practices,*“ said **Matija Zulj, CEO at AGRIVI**. *„In these terms, Ed is the culmination of our efforts to empower farmers and drive agricultural transformation. By leveraging artificial intelligence and the expertise of our global team of agronomists and agtech experts, we have developed a best-in-class AI agronomic advisor that can support farmers at anytime, anywhere."*

In addition to assisting individual farmers, AGRIVI recognizes the importance of collaboration within the agricultural value chain. To facilitate this, AGRIVI made Ed unique on the market. Namely, **Ed is available to all agriculture-related companies through AGRIVI's fully managed platform – AGRIVI Engage, which allows organizations to have their own customized version of Ed.** Companies can tailor Ed's advice to align with their specific objectives and provide valuable support to farmers within their ecosystem.

*"We believe that supporting farmers requires a collaborative approach. By making Ed available as a white-label AI agronomic advisor through the AGRIVI Engage platform, we empower companies across the agricultural industry to enhance their relationship with farmers and drive positive change,"* added Matija Zulj.

Ed is an expert AI consultant backed by a global team of agronomists, agtech and IT experts and equipped with **powerful agronomic know-how**. He is capable of **providing expert advice** advising farmers on optimal seed selection, recommending suitable crop protection products for specific pests or diseases, and providing insights on fertilizers and regenerative practices. Furthermore, Ed can offer advice on crop insurance, financing options, and practices that lead to the best crop quality.

What sets Ed apart is its **accessibility**. Recognizing that not all farmers are proficient in comprehensive digital agriculture solutions, **Ed is available on the widely used platform WhatsApp. Farmers can communicate with Ed in over 50 languages**, ensuring seamless and effective advisory services.

Ed's availability is imminent, with the first customers from the value chain preparing to introduce their own customized advisors in the coming period. Companies eager to be at the forefront of this agricultural innovation can take advantage of AGRIVI Engage platform's fully managed service, allowing for a seamless integration of their own Ed within weeks.

AGRIVI is dedicated to transforming the way food is produced, and Ed represents a significant milestone in achieving this vision. With Ed's support, farmers will be equipped with the knowledge and guidance needed to optimize their farming practices, increase productivity, and contribute to a more sustainable agricultural industry.

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**About AGRIVI**

AGRIVI is a global agtech company dedicated to delivering powerful farm management solutions. With a vision to digitalize agriculture and revolutionize food production, AGRIVI empowers farmers with advanced technologies and insights to optimize their operations and increase productivity. Today, AGRIVI helps Fortune 500 companies across the globe to produce nutritious, healthy, and sustainably grown food by digitalizing their crop production and agriculture supply chains.