

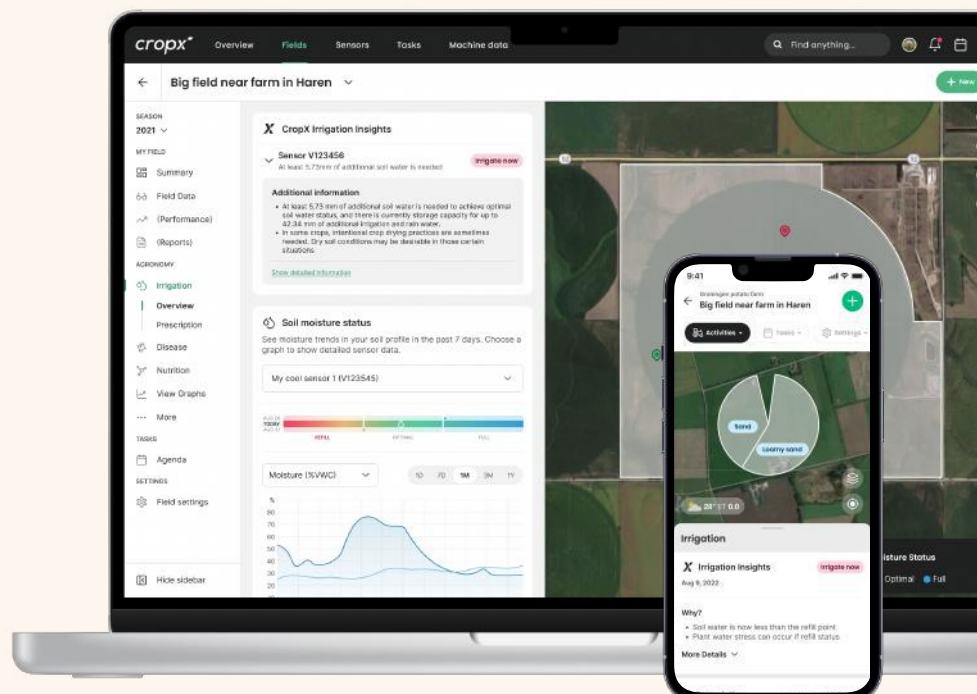
Why is regenerative agriculture not routinely practised today?

Crop production is a complex biological system, and many farmers have complex rotation of crops over their land area through each year. The steps to grow the crop are well-known and easily implemented with the resources the grower has on hand; labour, equipment, seeds, fertilisers, specialist agronomic support and their own experience. Changing any one part of this system puts the successful outcome – a profitable crop harvest – at risk. It is not possible to move quickly from conventional to regenerative farming practices without building up a new set of resources

CropX helps farm make the transition to regenerative agriculture

CropX leads the field as the most comprehensive farm management platform that will support growers to successfully transition from conventional to regenerative farming practices, and enabling food companies to provide consumers with evidence backed regenerative products.

CropX's core data starts in the soil and gives the grower insight to the most important elements of successfully growing a crop: water, and nitrogen. CropX measurements and analytics let the grower see if they are on the right track for a good yield.



CropX helps farmers in the following areas



Implementing New Inputs

The grower can be confident transitioning to alternative sources of nutrients, such as chicken manure, and alternative methods of managing pests and diseases, such as biological controls - as CropX tracks the amount of water and the levels of nitrates in the soil, ensuring these are adequate for the crop. Even though the source of nutrient may be new, CropX measurements and analytics let the grower see if they are on the right track for a good yield.



Adopting New Practices

Changing how a farmer works with the soil, such as reduced tillage, cover crops and integrating livestock are important new practices farmers will adopt. Over time, consistent use of regenerative practices will improve both water infiltration rates and water holding capacity of the soil. CropX tracks this change, giving the grower positive feedback and confidence that the changes they are making are having a positive impact.



Reporting New Measurements

CropX has embarked on a project to develop a regenerative soil health index, extending into measures of biological activity and soil structure, and adding to our soil insights already created by the sophisticated algorithms in the platform.

CropX has the capability to use satellite imagery to measure and report on biodiversity of planting, tillage practices and cover crops. This feature can support grower confidence and learning, and underpin reporting requirements.