The more you know, the better you grow

Experience the power of the AI-driven Yield Forecaster

eGro

AVG. WEEKLY HARVEST

1.6 kg/m²

65,000 kg

NEXT WEEK FORECAST

1.7 kg/m²

66.000 kg

Week 16	13 - 20 Aug 2020
Quality A:	65.000 kg
Quality B:	0 kg
Waste:	0 kg
Week 16 Harvest:	65.000 kg
	1.6 kg/m²

Week 22
THIS WEEK

65,000 kg

1.6 kg/m²

🔔 9

26 - 31 May

Grodan®

Introducing e-Gro's AI-driven Yield Forecaster

Creating accurate yield forecasts and making the right budget predictions, price calculations and labour planning can be challenging and time consuming. As a result, finding ways to base business decisions on constant prices, volumes and planning is often difficult. Now e-Gro has taken the guesswork out of yield prediction by offering data-driven yield forecasting with a brand-new module: Yield Forecaster.

Grodan recently introduced e-Gro, the software platform that allows relevant data from your greenhouse to be bundled and converted into real-time insights for data-driven Precision Growing. e-Gro data can help to optimise your growing strategy, by providing a comprehensive and clear picture of the crop, climate, irrigation and production.

Now, Grodan has introduced an addition to the e-Gro Essential Package - a new module called Yield Forecaster. This module is driven by Artificial Intelligence (AI), which is tailored to each greenhouse. e-Gro's Yield Forecaster can add real value by predicting yield based on historical data. This results in more accurate results, up to 4 weeks ahead.

Today's challenges

The conditions in a greenhouse change constantly. Not only due to outdoor conditions such as wind, sunlight and CO_2 levels, but also due to indoor factors, which include labour and planning. All these factors affect the growth of plants enormously, and consequently the quality of the harvested crops. Because these conditions can change every day, anticipating your next steps can be a difficult challenge. And obviously, this has a big impact on yield prediction.

There is also a huge amount of data available in the greenhouse. And combining that data to come to the correct decisions is complex and time consuming. You need to determine the precise factors that could improve the overall yield of a greenhouse.

Where plant science and data science meet

With the new Yield Forecaster module, Grodan has combined the power of data science with 50 years of experience in plant growing expertise. Innovative technology that analyses all the available data in your greenhouse, finds patterns and unlocks critical factors that influence yield. The result: a new AI-driven Yield Forecaster for growers - a valuable module to enhance the e-Gro Essential Package.

Yield Forecaster key benefits

More accurate insights
Calculate yield results 4 weeks in advance and compare the realised yield with the predicted yield for additional insights.
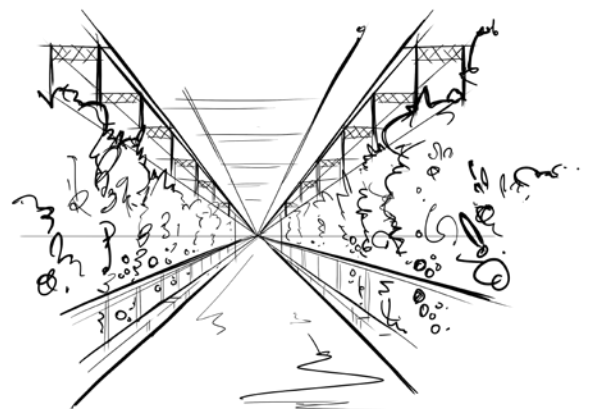
Optimal product and price range
Aim for optimal product and prices ranges based on yield forecast, making it easier to meet marketing and sales commitments.

More control over labour planning
Gain more control of labour planning, packaging and shipping thanks to predictions 4 weeks in advance, controlling resources to save costs.

How does Yield Forecaster work?

Yield Forecaster makes use of an algorithm that goes beyond 'human thinking' and examines an extensive set of climate-, crop- and rootzone parameters that can have an impact on yield. Data that would usually require a lot of time for growers to gather and interpret in order to take the right actions. Yield Forecaster provides growers with fast, accurate and detailed insights into their yield and greenhouse data, all in one place.

An overview of how the module works in e-Gro:

- Clear KPIs with last week's and next week's harvest
- A bar chart of the 1, 2, 3 and 4 week out yield forecaster
- Compare actual and predicted yield
- Export the actual and predicted yield to a CSV file, which can be opened in Excel and shared with (external) crop advisors
- Authorise (external) crop advisors or your colleague to access the production module

Continuous module improvements

Based on experiences, data, and feedback from the market, Grodan will continually improve the Yield Forecaster module. One of the key aspects of this will be ongoing conversations with customers to understand each individual context better, with the aim of learning how Grodan can support and improve Yield Forecaster.

NEXT WEEK FORECAST

1.7 kg/m²

66.000 kg

Week 16   13 - 20 Aug 2020

Quality A: 65.000 kg

Quality B: 0 kg

Waste: 0 kg

Week 16 Harvest: 65.000 kg

1.6 kg/m²

How can Yield Forecaster support growers?

The challenge	How Yield Forecaster tackles these challenges
Accurate prognosis It is difficult to be 100% certain of a prognosis, since making the right calculations for an accurate prognosis is not always possible. This can be challenging.	**24/7 harvest prediction** Yield Forecaster provides growers with a harvest prediction 24/7 on any mobile device, anytime, anywhere.
Complex planning When it is not possible to predict the exact volume of the crops that are ready for harvest, creating detailed and correct labour-, packaging- and shipping plans for the upcoming weeks is complex.	**Insight for the upcoming 4 weeks** Yield Forecaster can help forecast the numbers for harvest for the upcoming 4 weeks. Based on that, planning on labour, packaging and shipping can be improved. And since the planning is more accurate, costs can be saved, and work becomes more efficient.
Price challenges The trade organisation decides on the price they pay for a harvest, which means that many growers depend on the trade organisation. As well as influencing the price, they also expect an accurate yield forecast. Since accurate yield forecast insights are not always available, growers may need to purchase crops at inflated prices to cover shortages.	**Stronger trade position** Yield Forecaster helps growers to gain a stronger position for price trading with third parties in the market, such as the trade organisation. This can be achieved as Yield Forecaster helps to forecast how much harvest will be produced. This eliminates the purchase of crops at inflated prices to cover shortages and therefore has a positive impact on the grower's business.
Time management A lot of work that goes into predicting yield can be very time-consuming, which affects the core business: growing. Growers may spend too much time on making calculations and analysing historical greenhouse data in order to come to the right predictions.	**More focus on growing** e-Gro's Yield Forecaster features automated predictions. This will save growers a lot of time, allowing them to focus on what they do best: growing.
Challenging marketing and sales Getting and analysing the right product and price data can be challenging for the marketing and sales department and takes a lot of time. The result: they have less time to spend on selling harvestable crops for the best price.	**All relevant data in one place** Yield Forecaster provides all relevant data in one place. Marketing and sales can also have access to e-Gro and the accurate figures. This means they also have insight in automated prediction, so that they can meet their commitments without difficulties.

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Grodan supplies innovative, sustainable mineral wool substrate applications for professional horticulture, based on the Precision Growing principle. These applications are utilised for the growing of vegetables and flowers, such as tomatoes, cucumbers, capsicums, aubergines, roses and gerberas. Grodan supplies mineral wool substrates in combination with customised advice and innovative tools to support growers with Precision Growing. This facilitates sustainable production of healthy, safe and delicious fresh products for consumers.

Go for our e-Gro and Yield Forecaster now!

e-Gro combines all relevant data from various sources on a single online software platform. Our new Yield Forecaster module allows growers to predict their yield and optimise their business. The result: a detailed picture of the situation in your greenhouse 24/7, providing more control and enabling you to take well-informed decisions regarding yield.

Contact your local sales manager for more information and register now for a 6-week free trial through www.grodan.com/e-Gro.

The substrates from Grodan are the only stone wool growing media awarded an EU Ecolabel.

EU Ecolabel
www.ecolabel.eu
EU Ecolabel: NL/048/001

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