**FOR IMMEDIATE RELEASE:**

**Cropin to Take the Stage at COP28: Pledging to Bridge the Digital Divide in Farming**

**7th Dec 2023, Dubai:** Cropin Technology, the Agtech pioneer and creator of the world's first industry cloud for agriculture, is excited to share its participation at COP28 in Dubai. The International Fund for Agricultural Development (IFAD), a distinguished United Nations agency, has selected Cropin as the exclusive private-sector representative for their digital innovations session during COP28. As the global community shifts its focus to food systems in achieving climate goals at the landmark climate conference for the first time, Cropin's presence stands out, underscoring its importance in the sector's transformative changes ahead.

The "Digital Innovations for Climate-Resilient Agriculture: A Pathway to Sustainable Food Systems" session isn't just a discussion. It's a mission to ignite a global spark, transforming agri-food sectors with innovative digital solutions. Sujit Janardanan, Chief Customer & Marketing Officer, will share Cropin's vision, a vision that's not just about combating climate change but also about nurturing hope and cultivating dreams. At the heart of Cropin Technology, there's more than just innovation; there's a heartbeat that echoes the concerns of farmers worldwide. It's not just an invitation to speak; it's a call to action, a chance to touch lives and reshape futures.

**Date & Time:**

Join us on December 11, 2023, from 11:00 - 12:00 (Dubai time zone) & IST from 12.30 to 1.30 PM.Access the live session[**here**](https://www.youtube.com/watch?v=ciUwg8o8TA8)**.**

**Global Leaders Unite to Elevate Food Systems Transformation:**

The COP28 Presidency has brought food systems transformation to the global climate forefront. This historic alignment of over 130 world leaders, embracing the Food and Agriculture Declaration, marks a commitment of over $2.5 billion to the food-climate agenda. It's not just numbers; it's a collective heartbeat of 130+ countries, representing 5.7 billion people and nearly 500 million farmers, all pledging for sustainable agriculture and resilient food systems.

At Cropin, we don't just applaud this move; we feel it deeply. For the first time, agriculture and food systems are not just on the agenda; they're at the forefront of the Dubai Climate Summit. This is a momentous recognition that achieving net zero goes hand in hand with transforming our agri-food landscape.

**Cropin's Views:**

Today, the world stands at a crossroads, recognizing the urgent need to reshape food systems. The question isn't just 'what' needs to change but 'how.' Transforming age-old eating habits and farming practices calls for a revolution, one that blooms from the heart and spreads to every corner of our ecosystem. In this era of digitization, agriculture mustn't be left behind. The digital divide isn't just a gap; it's a call for an all-inclusive transformation, embracing both public and private support.

"I am honored and humbled to speak at COP28. We stand at the threshold of a transformative era in global agri-food systems. It's a time of convergence and change. We can't watch farmers struggle, crops diminish, or hunger go unchecked. We face climatic challenges like never before, and the time to act is now. This isn't just about sustaining our planet; it's about nurturing a world for our children, for future generations. Our role is to empower and support this historic revolution, not as bystanders but as catalysts of change. We are committed to ushering in an era of mass digitization and hyperscale technology adoption. Let's make our future generations proud of the choices we make today”, **Sujit Janardanan, Chief Customer & Marketing Officer, Cropin Technology**.

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**About Cropin**

Founded in 2010, Cropin is a global agtech leader. Cropin Cloud, the first-ever industry cloud for agriculture, empowers stakeholders to make informed decisions that enhance farming efficiency, productivity, and sustainability through digital technologies and predictive intelligence. With partnerships across 250 B2B customers, digitization of 30 million acres, and impacting over 7 million farmers, we're not just part of the 'Ag-intelligence' movement; we're leading it. Our knowledge graph, spanning 500 crops and 10,000 varieties in 112 countries, powers the Cropin Cloud, providing predictive intelligence for over 200 million acres of farmland globally.

**For More Information, Contact:**

Dileep M, +91 98863 69634, [dileep.m@cropin.com](mailto:dileep.m@cropin.com)