Promoting Transparency and Visibility for Global Trade

The Client

Founded in 1973 by a dedicated group of Swiss women, Gebana advocated for the ethical treatment of workers in Latin America's banana plantations. Recognized as the "Banana Women" in the 1980s, they spearheaded the campaign for equitable banana trade under the moniker "Arbeitsgemeinschaft GErechter BANAnenhandel," abbreviated as "GEBANA," which stands for "Working Group for a Fair Banana Trade." Today, Gebana partners with thousands of farming families across various regions, ensuring fair trade and supplying certified organic produce to European consumers. Utilizing a crowd-ordering model, they offer fresh fruits through online platforms, allowing customers to order in anticipation of immediate post-harvest delivery. Committed to fostering sustainable value chains, Gebana ensures fair compensation for its partnered farmers and guarantees quality produce for its consumers. The organization imparts agricultural expertise to local producers and manages logistics. With over four decades in fair trade, Gebana's mission is to bolster local economies and reshape global trade, emphasizing support for farming families and promoting local produce consumption.

Creates Market Access

On its online platform for crowd projects, Gebana shares its knowledge on food imports with other start-ups, NGOs, and producer groups. This facilitates market access through crowd-ordering and crowdfunding.

Sells Directly

Their products reach consumers via their online shop. Fresh fruits and vegetables are ordered in advance, and Gebana ships them once they are ripe and freshly harvested.

Politically Involved

Politics holds a significant influence in making trade fairer. That's why Gebana advocates for policies that align with their objectives.

Thinks Holistically

Gebana's commitment extends beyond just organic and fair trade certifications. They examine the entire value chain and progressively develop the most sustainable products, recognizing sustainability as an ongoing process.

Supports Trades

Gebana supports local producers by selling their organic and FLO Fairtrade-certified products to wholesalers. This fosters autonomous companies that operate independently of Gebana.

Knows the Farmers

Gebana maintains personal relationships with their farmers, offers agricultural training, and pays them directly. No location is too remote for Gebana to engage with them, including the most distant villages.

Invests

By investing in local food production, Gebana generates jobs and income. They consciously undertake significant risks and engage in some of the world's poorest countries.

The Challenge

- **Manual Data Collection and Inefficiencies**: Utilizing rudimentary tools such as pen, paper, and spreadsheets, gebana's agronomic data collection was susceptible to human-induced inaccuracies. This methodology led to significant data attrition and inconsistencies, undermining the integrity of agronomic reports.
- **Suboptimal Agronomic Performance Monitoring**: The manual documentation of farm plots and farmer performance metrics posed substantial challenges. Such records often needed comprehensive agronomic details. Inconsistencies and errors in this data proved them unreliable for analytical purposes.
- **Impaired Real-time Visibility**: Within its hierarchical operational framework, gebana grappled with real-time geospatial mapping and monitoring of farm activities. This resulted in oversight over agronomic operations and the performance metrics of the field officers, agronomists, and cultivators.
- **Certification and Compliance Bottlenecks**: The manual data acquisition methods adversely impacted gebana's certification protocols for organic and fair-trade produce. The absence of precise agronomic records raised concerns over the veracity of claims regarding sustainable farming practices and compliance with organic standards.
- **Challenges in Agri-input Pre-financing**: The lack of a centralized data management system introduced complexities in pre-financing growers for essential agri-inputs such as seeds, agrochemicals, and other farm management resources.
- **Post-harvest Logistics and Warehousing Inefficiencies**: In the absence of an integrated system, orchestrating the post-harvest logistics, encompassing packaging and warehousing, became a convoluted process, potentially compromising the quality and shelf-life of the produce.
- **Traceability and Authenticity Concerns**: Before digitizing its business operations, gebana faced hurdles in establishing a robust traceability system. The inability to accurately verify adherence to best agronomic practices raised concerns over the authenticity of produce, especially when seeking organic or fair-trade certifications.
- **Analytical Decision-making Constraints**: The paucity of real-time agronomic data and visibility impeded gebana's capacity for agile and informed decision-making, thereby affecting the strategic implementation of fair tarde practices.

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In summary, Gebana's primary challenges revolved around the lack of a centralized data management system, which led to inefficiencies, inaccuracies, and disruptions in various key services and operations.

Objectives

Gebana sought to integrate a technologically advanced yet cost-efficient solution to meet a range of strategic objectives. Specifically, they aimed to:

- Implement a digital transformation to harmonize operations across multiple countries, ensuring uniformity in processes and practices.
- Bolster the robustness and credibility of their existing certification program tailored for producers, ensuring adherence to global standards through validated data.
- Consolidate global operations under a unified platform, facilitating seamless data monitoring and management.
- Streamline the pre-financing mechanism, eliminating complexities and ensuring timely support to growers.
- Enhance operational transparency, providing stakeholders with clear visibility over international trade activities.
- Optimize warehouse operations, driving efficiency and ensuring optimal storage and distribution practices.

Our Solution

Cropin introduced a comprehensive farm digitization and business intelligence solution for Gebana through their platform, Cropin's Grow (formerly known as SmartFarm). This platform is an end-to-end farm management tool, overseeing every phase up to harvest. By harnessing cutting-edge technologies such as predictive weather analytics, satellite imagery processing, and real-time insights fortified by on-ground data verification, the solution enhances operational efficiency, traceability, and the predictability of agricultural outputs. As a result, Gebana can now champion data-centric agriculture, meticulously overseeing and managing every facet of the farming process, from resource allocation to on-field execution, all consolidated within a singular platform. This innovative approach has not only benefited Gebana but has also been a game-changer for various stakeholders in the agricultural ecosystem, including agribusinesses, agri-input providers, seed producers, governmental bodies, and other non-governmental organizations, all of whom have reaped significant advantages from integrating SmartFarm into their operations.

The Result

Upon the successful culmination of the pilot initiative, gebana was thoroughly convinced of Cropin's proficiency in catering to their distinct needs. In Togo, Cropin digitized an expansive **40,240+** hectares of agricultural land, encompassing nearly **16,200** farmers. Encouraged by these outcomes, gebana extended the collaboration to include operations in Burkina Faso. Cropin digitized an additional **25,770+** hectares and integrated nearly **5,600** farmers into their digital framework.

Cropin's platform has been instrumental in facilitating remote oversight and management of soy and cocoa farms in Togo and cashew and mango plantations in Burkina Faso. Beyond achieving a commendable **100%** digitization rate enhancing visibility and operational efficiency, Cropin has equipped gebana's primary stakeholders to optimize their daily operations.This optimization encompasses:

- Comprehensive farm registration detailing crop variety, land area, and planting specifics.
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- Geo-tagging of agricultural plots, ensuring accountability and seamless traceability.
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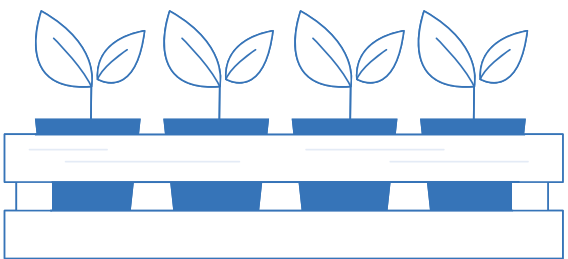
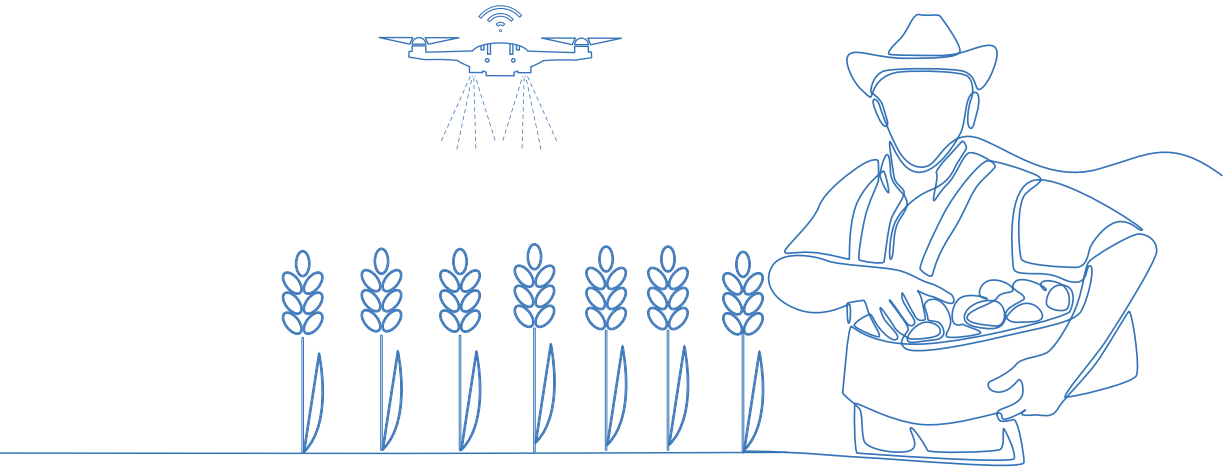
- Efficient management of farm-related tasks, ensuring timely execution.
- Structured daily task allocation for field supervisors.
- Monitoring of agri-input distribution.
- Real-time notifications and reports, minimizing response time for remedial actions.
- Digital certification processes for both farmers and producers, utilizing tailored survey forms for in-depth reporting..
- Streamlined pre-financing for farmers, with subsequent adjustments during commodity acquisition.



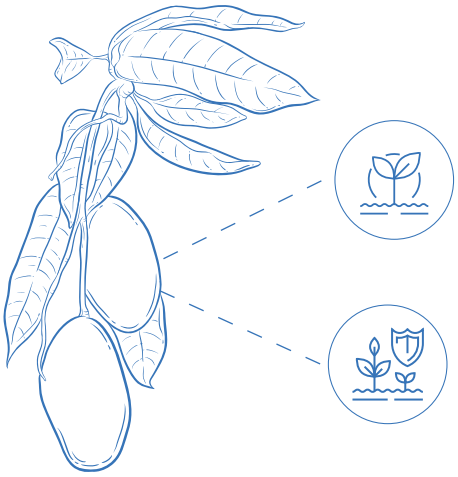
The data collected via Cropin's platform is safeguarded on a robust cloud infrastructure. Access to this data is meticulously regulated based on the user's role and hierarchical position within the organization, ensuring a structured top-down data visibility approach. Cropin equips the organization's key players with:

- An intuitive dashboard offering a holistic view of business metrics.
- Actionable insights on daily operations, complemented by comprehensive reports on Crop Management, Agri-Input Management, Field Staff Management, and Harvest Management. This empowers managers to evaluate field outcomes and make informed, data-backed decisions.
- Enhanced control over operational tasks and the ability to gauge field team efficacy.
- Immediate global data access provides a panoramic view of the project's trajectory.

In a testament to the success of this partnership, Cropin is poised to extend its solutions to gebana's operations in Brazil in the forthcoming months.



Impact Areas

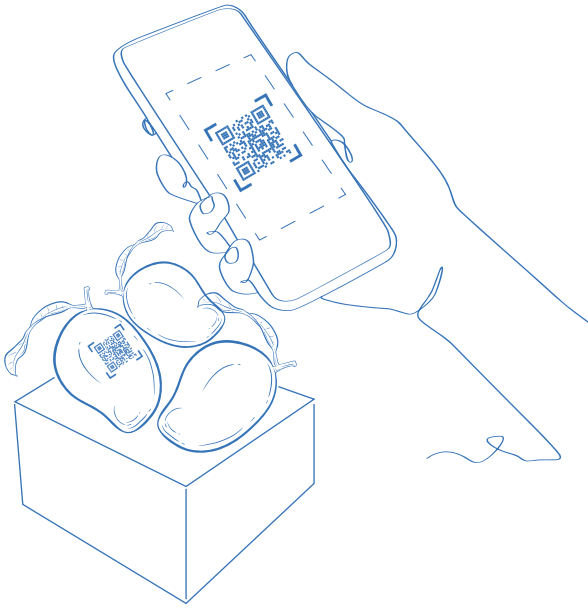


DIGITISATION:

Leveraging Cropin's platform has significantly reduced the reliance on labor-intensive manual processes. This digital transformation has ushered in a systematic methodology for data management, granting the management team instantaneous access to intricate details of diverse projects spanning all operational regions. Furthermore, this comprehensive digitization has fortified the existing certification program, allowing the organization to document precise farming methodologies throughout the cultivation phase meticulously.

VISIBILITY:

The ability to assimilate ground-level data, complemented by visual aids, has propelled the organization to achieve an unparalleled 100% visibility across all farming stages, from pre-sowing to harvest. A unified platform can now seamlessly manage elements such as farmer profiles, plot specifics, agronomic practices, harvest data, and other pertinent activities. This centralized approach empowers gebana with the agility to make informed decisions, fostering the adoption of sustainable agricultural strategies.



TRACEABILITY:

Cropin's platform has been pivotal in enabling field personnel to document on-site activities digitally. This data can be synthesized into succinct reports as and when required. Advanced functionalities, including geo-tagging, farm registration, and detailed records of farmers and crops, coupled with vigilant monitoring of endorsed sustainable and quality-centric practices, have simplified the process for the organization to validate data essential for certifications.

Impact Metrics

Togo

13,593	16,169	40,240+
Total Active Farmers	Active Plot Counts	Land Coverage in Hectares

Burkina Faso

5,591	7,131	25,770+
Total Active Farmers	Active Plot Counts	Land Coverage in Hectares

"gebana's mission is to create social and environmental value by directly sourcing from thousands of smallholder producers. The challenge to make this happen in remote rural areas of Togo and Burkina Faso is great. The introduction of Cropin has made information flows and data analysis between field staff and office much more efficient. It continues to have excellent potential to further improve our processes in certification, sourcing and payment of farmers."

Stefan Lanz, Head Digitalisation, gebana ag

ABOUT CROPIN

Cropin is a global agritech pioneer who has built the world's first intelligent agriculture cloud - Cropin Cloud. Cropin has partnered with over 250+ B2B customers and digitized 16 million acres of farmland, improving the livelihoods of more than 7 million farmers. Our work over the last decade has enabled us to spearhead a global 'ag-intelligence' movement with a crop knowledge graph of 500+ crops and 10000+ crop varieties in 92 countries that powers the cropin cloud. Cropin cloud's intelligence platform has already computed and provided predictive intelligence for over 0.2 billion acres of farmlands across the globe.

CROPIN CLOUD BRINGS TOGETHER MULTIPLE SOLUTIONS ACROSS

Applications for digitization

Cropin Apps is an integrated portfolio of highly customizable apps and solutions that capture and digitise agri-data from the farm to the warehouse to the fork. These applications are designed to scale digital transformation across agriculture and allied industries including forestry, commodity, banking and insurance.

ML-ready data pipelines for enhanced analytics

Cropin Data Hub is designed to deliver the power of unified data by enabling interfacing with all agri-data sources from on-the-field farm management apps, IoT devices, mechanization data from farming resources, drones in agriculture, remote sensing satellite information, weather data, and many more.

Access to field-tested machine learning models

Cropin Intelligence enables access to over 22 of Cropin's contextual deep-learning AI models to help agri-businesses with insights and predictive intelligence. Built using the world's largest crop knowledge graph, these models have been field-tested and deployed worldwide while being fine-tuned to work with a range of specific crop varieties, conditions, and locations.

ACCELERATE DIGITAL TRANSFORMATION OF COMPLEX IN-FIELD OPERATIONS WITH CROPIN APPS

Highly customizable and scalable farm monitoring and management solution

Easy-to-use farmer engagement solution with multi-lingual support

Easy-to-deploy and scalable farm-to-folk traceability solution