



Cropin™

CASE STUDY

2019



+ SmartFarm™

gebanana

Promote transparency & visibility for global trade



## THE CLIENT

gebana was founded by a strong group of Swiss women in 1973 as a movement that championed for the ethical treatment of workers on Latin America's banana plantations. These "Banana Women" as they came to be known in the 1980s, actively promoted fairer banana trade under the banner "Arbeitsgemeinschaft Gerechter BANAnenhandel" or "gebana" for short, which translates to "Working Group for a Fair Banana Trade".

gebana today collaborates with thousands of farming families from diverse regions to ensure fair trade and to deliver certified organic produce to consumers in Europe. Fresh fruits are made available in online shops on a crowd ordering model, whereby customers order in advance for immediate post-harvest delivery. gebana's commitment towards developing sustainable value-added chains enable the organisation to provide much more than a fair price for the farmers it partners with while also ensuring quality produce for end consumers. The organisation provides agri know-how to local producers and also helps organise logistics. Having been involved in fair trade for over 40 years, gebana endeavors to strengthen local economies and bring about a transformation in the global trade to favour farming families and local economies by encouraging consumers to buy from their local producers.

## THE CHALLENGE

gebana is an organisation that has recently started adopting technology for its various processes. Without a centralised system in place for effective data monitoring and management for its global operations, the various teams carried out data collection and reporting using basic tools such as pen, paper and spreadsheets. This excessive dependence on human labour resulted in more data loss and inconsistencies in reports, and further affected some of gebana's other key services including:



gebana's certification program for farmers and producers for both organic produce and fair trade



Pre-financing growers for seeds, agrochemicals and other agri-input



Packaging and warehouse management before distribution of harvested produce



*Operating from 7 countries, gebana invests in crops that include pineapple, cocoa, soy, cashews, dried mango, beans, wheat, maize, sugar, dried banana, coffee, and other fresh fruits and nuts.*

## THE OBJECTIVES

gebana was looking to invest in a simple, cost-effective tech-enabled solution that would help achieve the following objectives:

- Digitise and standardise multi-country operations
- Strengthen the existing certification program for producers
- Centralise global operations for effective data monitoring
- Enable hassle-free pre-financing
- Promote process transparency and visibility over global trade
- Bring about efficiency in its warehouses



## OUR SOLUTION

In its pilot project with gebana in Togo, CropIn implemented its digital solution by onboarding 10 users from the organisation. CropIn's SmartFarm is an end-to-end farm management solution that monitors the various processes leading up to harvest. The solution leverages advanced technologies including weather forecasts, satellite image processing and accurate real-time insights strengthened by ground-truth data to facilitate efficient operations, and to improve traceability and output predictability. The organisation, thus achieves data-driven farming by tracking, managing and monitoring every step — from input to execution — all in one place. Numerous organisations in the agri-ecosystem including farming companies, agri-input firms, seed production companies, governments, and other non-government entities have benefitted immensely from the adoption of SmartFarm.

## RESULT

The successful completion of the pilot project convinced gebana of CropIn's capabilities for their unique requirements, and it resulted in CropIn digitising

**11,700+** hectares of farmland and nearly 5,000 farmers in Togo

Further, gebana expanded the partnership to digitise operations in Burkina Faso too, to onboard about

**3,000** farmers and manage 21,000 hectares of farmland

CropIn is enabling the organisation to remotely monitor and manage soy and cocoa farms in Togo and cashews and mango plantations in Burkina Faso, in addition to achieving

**100%** digitisation of data for increased visibility of operational activities and better operational efficiency

CropIn empowers the organisation's key actors to achieve more with their day-to-day operations by facilitating:

- Farm registration with crop type, hectareage, and sowing information
- Geo-tagging of farm plots for accountability and end-to-end traceability
- Farm activities management to ensure timely completion of farm activities
- Daily task scheduling for field supervisors
- Agri-Input distribution tracking
- Real-time alerts and reports that reduces the delay in taking corrective actions
- Digital certification of farmer/produce using Survey Forms for customised, comprehensive reports
- Pre-finance for farmers followed by adjustment of balance due at the time of commodity procurement
- Global access to data stored securely in cloud at the click of a button

The data collected using CropIn's platform is stored in a highly-secure cloud platform and is made available to specific users based on their role and hierarchy in the organisation. The authorisation to view the data follows a top-down approach. CropIn provides key actors in the organisation with -

- An interactive dashboard to provide an overall perspective of business performance
- Actionable data insights around daily operations as well as cumulative report comprises data on Crop Management, Agri-Input Management, Field Staff Management, and Harvest Management for managers to assess field performance and make data-driven decisions accordingly
- A control over operational activities and measurement of field team performance
- One-click access to global data and visibility of the entire project's progress

Taking this collaboration a step further, gebana intends to explore CropIn's offering for order management and remote warehouse supervision to extend digital monitoring beyond just farms. CropIn will also begin implementing these solutions for gebana's operations in Brazil in the months to come.



# THE IMPACT

## DIGITISATION:

**Before:** Tracking the performance of farm plots and farmers in each region was a considerable challenge as the record for each of the activities was created and maintained manually using basic data collection tools such as notebooks and spreadsheets, and these records could not be relied on entirely. It was also a laborious task to validate the data as some of the records were incomplete or lacking key details.

**After:** The use of CropIn's platform cut down on hours of manual work and established a structured approach to managing data in a way that the management team had access to the details of various projects across all regions of operations in real-time. In addition, the end-to-end digitisation also strengthen the existing certification program by allowing the organisation to capture accurate details of farming practices throughout the cultivation cycle.

## VISIBILITY:

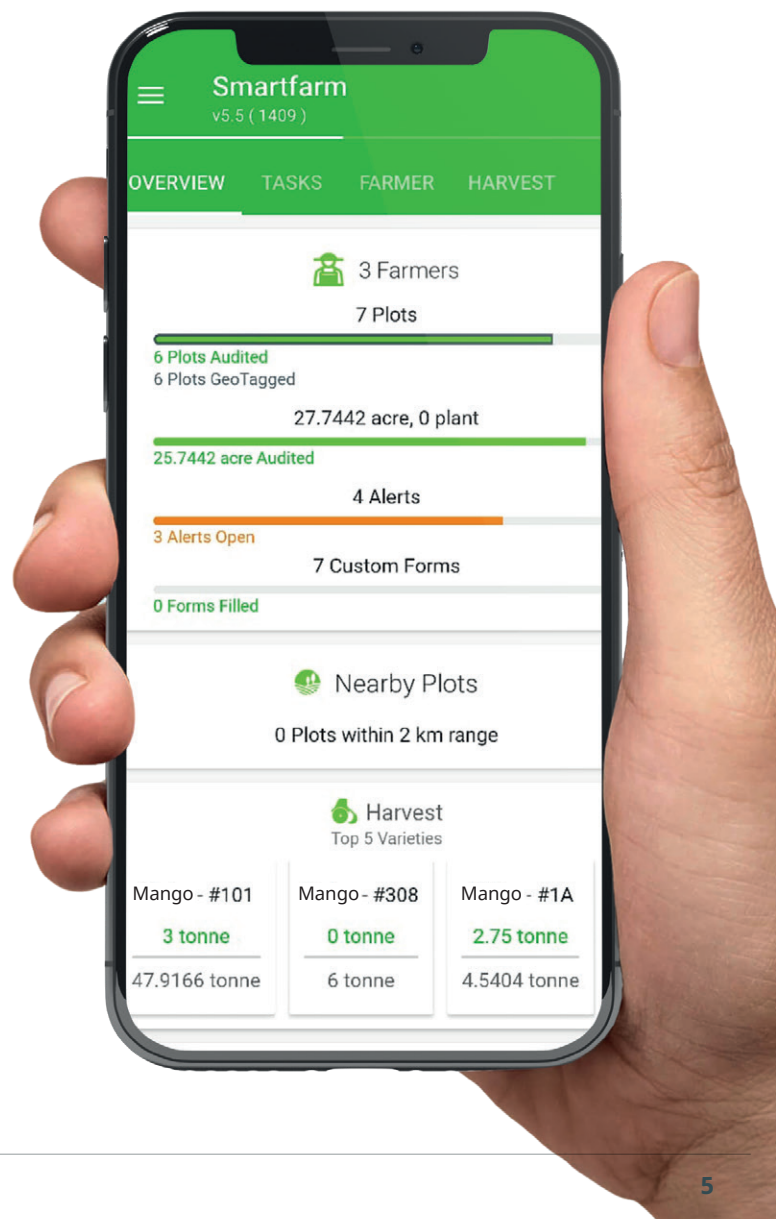
**Before:** One of gebana's primary challenges was its shortcoming to map and monitor farm activities in real-time in a hierarchical organisational structure. There was poor visibility over farm operations and the performance of field team, including farmers.

**After:** Capturing ground-level intelligence, along with visuals, has helped the organisation achieve 100% visibility at all levels from pre-sowing until harvest. Farmers, plots, package of practices, harvest details, and other activities and events can all be now managed on a centralised platform, which helps gebana in quick and effective decision making to drive sustainable strategies.

## TRACEABILITY:

**Before:** Prior to the implementation of CropIn's solutions, the management team did not have the appropriate system to identify if the farmers were following the best farming practices for sustainable and high-quality produce. This lack of accurate ground-level information was also a drawback when seeking organic or fair trade certifications.

**After:** CropIn's platform allows the field staff to capture ground-level activities in its digital platform, which can then be extracted in the form of a concise report when needed. Features such as geo-tagging, registration of farm, farmer and crop details, and monitoring each of the recommended practices for sustainability and quality compliance makes it much easier for the organisation to authenticate the information required for certifications.



# THE IMPACT

**4,936**

farmers in  
Togo  
digitised

**2,760**

farmers in  
Burkina Faso  
digitised

**5,619**

plots in Togo  
geo-tagged  
and surveyed

**3,311**

plots in Burkina  
Faso geo-tagged  
and surveyed

**11,738** ha

Harvest predictability  
mapped and crop  
stage monitored in  
Togo

**21,338** ha

Harvest predictability  
mapped and crop  
stage monitored in  
Burkina Faso

## SCALE-UP PLANS

- Harvest date re-estimation - to provide updates on yield forecasts based on real-time crop performance
- Harvest details and consignment building - to optimise the supply chain and reduce losses
- Implementation of SmartWare™ - to establish end-to-end traceability for both the organisation and the consumers
- CropIn's rule-based weather engine - to automate farm advisory
- Accounts Module — for efficient and quick order management
- Digitise farms in Brazil — to enable one-click, remote access to farming operations



SmartFarm™

FARM  
MANAGEMENT  
SOLUTION



SmartRisk™

AGRI BUSINESS  
INTELLIGENCE  
SOLUTION



SmartWare™

PACKHOUSE  
SOLUTION &  
TRACEABILITY



SmartSales™

INPUT CHANNEL  
MANAGEMENT  
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POWER OF TEHCNOLOGY  
FOR YOUR FARMERS