

**Press release**

**AFGRI Technology Services forms partnership with Aerobotics, world-leading agritech tree crop data analytics company**

**Centurion, 2 October 2019** – AFGRI Technology Services (ATS), the strategic innovation and growth division of AFGRI Agri Services, has partnered with Aerobotics, the Cape Town based start-up that processes data from drone and satellite imagery through its proprietary artificial intelligence software to bring the latest technology to a broader section of South Africa's farmers.

The partnership aims to provide critical tools to support the growing market of tree crop farmers to ensure they are optimising how they make decisions, manage risk and operate their farming business.

"Our customers stand to benefit from Aerobotics' tools, which are used for general farm management and to discover and analyse problems affecting individual trees, to proactively manage pests and disease outbreaks as well as monitoring tree crop health and optimising their yields," says AFGRI Agri Services CEO, Jacob de Villiers.

According to Niki Neumann, GM for Strategy & Innovation at AFGRI Agri Services, Aerobotics has seen good traction and growth in the tree crop market in South Africa and abroad. "Their focus on a superior product experience and customer service has put them strides ahead of their competitors. We look forward to working with dynamic, disruptive companies like Aerobotics to bring only the best-of-breed solutions to our farmers."

Neumann adds that the Aerobotics tool was introduced to AFGRI Agri Services employees during August, and that some farmers have already been introduced to the company and its capabilities through ATS' Future Farmers Forum, an initiative aimed exclusively at forward-thinking early adopters in the agricultural sector with the sole goal of connecting South Africa's farming community with the latest in agricultural technology.

"By working with start-ups like Aerobotics, we can encourage a truly tech-enabled sector in South Africa that promotes sustainable, responsible and efficient food production, with a focus on increased productivity and data-driven decision making."

Aerobotics Head of Sales for Africa, Vic van den Berg, is excited about the partnership as an opportunity to bring their farm management software to a larger market. "Our team is consistently working on product updates and features with the key objective being to save our farmers all over the world time and money through our early-stage pest and disease detection software – which gets smarter by the day. This partnership means that we will be able to add value to more farmers with our data-driven software, which ensures that farmers can make smart, data-driven decisions when it comes to their crops' health and yields."

**Notes for the editor:****About AFGRI Agri Services**

AFGRI Agri Services is a leading agricultural services company with core competencies to enhance, support and guide the growth of agricultural enterprises. It provides services across the entire grain production and storage cycle, offering financial support and solutions as well as inputs and hi-tech equipment through the John Deere brand supported by a large retail footprint. Lemang Agricultural Services was established to train, develop and mentor new era farmers with a focused service in the further development of commercial black farmers in South Africa.

AFGRI Agri Services is part of the AFGRI Group, the investment holding company with interests in a number of food, agriculture and financial services related companies providing products and services to ensure sustainable agriculture and food security.

Visit [www.afgri.co.za](http://www.afgri.co.za) for more information.

**About AFGRI Technology Services (ATS)**

ATS is the strategic growth and innovation division of AFGRI Agri Services. Catalysing growth through superior strategy, insights, technology and innovation across the agricultural value chain, with the vision to introduce solutions that solve agriculture's biggest challenges and enable food security.

Visit [www.afgritechnologyservices.com](http://www.afgritechnologyservices.com) for more information.

**About Aerobotics**

Based in Cape Town, Aerobotics was co-founded by James Paterson (CEO) and Benji Meltzer (CTO) and combines aerial imagery obtained from satellites and drones with its machine learning algorithms to provide early problem detection services to farmers, helping them to monitor their crops, receive early warning of potential risks, and optimise yields.

Aerobotics provides farmers with accurate statistics on their trees and vines and allows them to use its management zones to plan planting. It now operates across hundreds of farms in 11 countries throughout the world, has commanded 40% and 20% of South Africa's macadamia nut and citrus markets respectively, has won numerous awards including Best Technology Company of 2019 at Africa Tech Week, and has raised two funding rounds totalling US\$2.6million.

Visit [www.aerobotics.com](http://www.aerobotics.com) for more information.

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