



## Case Study: Growers Edge

### Innovative Crop Plans with performance guarantee

#### The case

Agriculture, as a vital part of society as a whole, has been facing challenges with regard to the adoption of innovative technologies such as new seed, chemicals, or earth-conscious practices. Growers Edge provides data-driven financial technology (fintech) solutions for the agriculture industry by leveraging comprehensive data and predictive analytics capabilities. They partner with agriculture retailers and input manufacturers, offering warranty-backed crop plans which help farmers adopt innovative technologies and practices that increase yields, improve margins and reduce risk.

#### The challenge

In response to geopolitical uncertainty and climate change, new technologies, products, and procedures are actively offered by ag retailers that can optimise resource utilisation in agriculture and balance cost and efficiency. However, adopting new ag technologies has been intimidating as the cost is high and farmers are confronted with the risk of new methods and technologies providing uncertain yield performance. The costly implementation without a backstop make it challenging for ag retailers convince their customers about the reliability of these solutions and hold them back to scale their business.

#### The solution

Growers Edge partners with ag retailers and input manufacturers to develop comprehensive crop plans for their farmers that incorporate new seed, chemicals, and agronomic practices designed to increase productivity. Partnering with ag retailers enables Growers Edge to leverage their expertise in agriculture and gain deep insights into available resources and expectations, thus designing unique warranty-backed Crop Plans. Farmers who adopt the crop plan offered by Growers Edge are able to plant, grow, and harvest crops more efficiently. The plan is monitored, and in the event that it underperforms, warranty payments reimburse farmers for yield losses. Growers Edge's Crop Plans benefit

retailers by adding competitive advantage and strengthening their relationships with customers, while farmers benefit from increased field yields and the peace of mind that a financial backstop is in place in the event of underperformance.

Munich Re's technological due diligence has proven the feasibility of the Crop Plans that Growers Edge provides. The AI-based and data-driven solution's reliability is strengthened by Munich Re Group's insurance backing, which enables the farmers to gain additional confidence in the outcome.

## About Munich Re

Munich Re is one of the world's leading providers of reinsurance, primary insurance, and insurance-related risk solutions. Since it was founded in 1880, Munich Re has been known for its unrivalled risk-related expertise and its sound financial position. It offers customers financial protection when faced with exceptional levels of damage. Munich Re possesses outstanding innovative strength. The company is playing a key role in driving forward the digital transformation of the insurance industry, and in doing so has further expanded its ability to assess risks and the range of services that it offers. The insurance is underwritten by a primary insurance carrier of the Munich Re Group, which is an S&P AA- rated international insurance company.

## About Growers Edge

Growers Edge is a US-based company that provides proprietary data insights, financial technology tools, warranty-backed crop plans, and lending solutions that enable agricultural innovation to thrive and scale. By seeding a resilient future for the ag industry, we are nurturing a promising future for all. To learn more, visit [www.growersedge.com](http://www.growersedge.com).

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