

Case study: Seed Asia

Seed Asia can identify yield changes sooner and react faster.



Seed Asia has been producing tropical hybrid corn and other field crop seeds for Asian markets since 1993. It is strongly committed to the research and development of commercially competitive products. The company's main operations are in Thailand, with exports to a growing number of Asian, African, and Latin American countries. After developing hybrid varieties, Seed Asia works with contract growers, typically smallholders, to multiply and produce its proprietary hybrid seeds. It then tests for quality, processes, packages, and sells the seed via the company's own distribution network.

Before Farmforce

Seed Asia used to manage its grower contracting operation via a traditional paper-based system. Manually entering data from paper to Excel took one full day every week. The area managers accumulating these data found it hard to identify and manage the activities and performance of individual field agents. While seed quality was good, yield forecasts could be incorrect by as much as 20% or more.

Farmforce at Seed Asia

Seed Asia deployed Farmforce in Thailand to digitize the production and quality management of more than 2,000 contract growers. Field agents use the Farmforce mobile application to record farmer locations, confirm planting data, manage seed quality factors (rouging, off-type checking, isolation checking), collect yield forecasts and record harvest traceability data. Office employees use the Farmforce web interface to manage field teams, generate yield projections and ensure seed quality management before harvest and processing.



Credit: OCHA

"Farmforce allows Seed Asia to manage contract farmers, which enables us to accurately produce forecasts, predict real quantity and best quality. Farmforce is effective at controlling cost and maintaining high quality." **Peerakit (Kit) Charoentanapricha - QA Manager**

Measurable results

Farmforce has proven to be a valuable investment for Seed Asia. Today, thanks to real-time data from Farmforce, management can identify yield forecast changes sooner and react faster. Field mapping also makes it easier to track the exact location and size of fields. Therefore, the exact location of an individual grower can be identified quickly and at any time.

In 2015, Farmforce allowed Seed Asia to reduce the variance in yield forecast data from 20% to 10%. Accuracy should further increase in the coming years. Production data are now automatically available to Seed Asia via the Farmforce web interface, together with images, timestamps, and GPS coordinates. Managers can see what their field agents are doing, and when, and where. This allows easier management of staff activities and more precise KPI-setting for individual employees. Overall, any potential quality issues can now be determined quickly, allowing immediate and better management decisions.

Farmforce has customers in 23 countries across 3 continents, and our robust, mature solution has already demonstrated measurable benefits to users such as Seed Asia. For more information about how Farmforce could help you, visit www.farmforce.com or contact us at sales@farmforce.com