



## New company spreads technology that helps small farmers earn more

Syngenta Foundation moves Farmforce from project to product

**Basel/Oslo, April 6th, 2017. The Syngenta Foundation for Sustainable Agriculture (SFSA) is opening the way to broader use of its Farmforce™ mobile technology. A new subsidiary of Eisblink Holding will make the platform's services more widely available. This could benefit large numbers of small farmers worldwide.**

Food companies often buy from large groups of smallholders. Compliance with food safety and sustainability standards requires accurate records of planting, growing and harvesting. With Farmforce, buyers and exporters can efficiently manage data from thousands of farms. The cloud-based software helps to improve transparency, traceability and safety. Farmforce thus makes it easier for companies to buy from smallholders, whose incomes rise as a result.

“Our Foundation incubates scalable solutions for smallholder farming”, explains Executive Director Marco Ferroni. “However, we are a non-profit organization. Broad dissemination of our technology requires private sector involvement.”

To enable the large-scale commercialization of Farmforce, SFSA has signed an agreement with Eisblink Holding, based in Norway and Germany. Eisblink is creating a specialized Norwegian company, Farmforce AS, and will employ the core SFSA staff currently engaged in the Farmforce project.

“Farmforce fits perfectly with our expertise and vision”, says Eisblink co-founder Knut Jørstad. “There is huge scope for improving agriculture with digital tools, and we are delighted that Farmforce particularly benefits smallholders.”

Under the agreement, SFSA will transfer its Farmforce assets by July 31st. During the transition, SFSA and Eisblink Holding will jointly ensure a constant level of quality and service to new and existing clients. SFSA will also take a seat on the new company's Advisory Board.

**Eisblink** is an investor and innovation partner for organizations moving products and business models towards software-based services. The German-Norwegian company engages with corporations to jointly create the right conditions for such transformations.

The **Syngenta Foundation for Sustainable Agriculture** is based in Basel, Switzerland. Its mission is to modernize small-scale farming through sustainable intensification, diversification and the activation of value chains. SFSA incubates scalable products and solutions, tests them, and catalyzes uptake and dissemination through commercial partnerships. Focus areas include seed systems, agricultural insurance, and farmer support services, including digital decision tools. [www.syngentafoundation.org](http://www.syngentafoundation.org)

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Further information on Farmforce: [www.farmforce.com](http://www.farmforce.com)