

Meet Biogrow India's new Head of Sales

We recently spoke to Biogrow India's new Head of Sales Manpreet Malanch. Below she tells us about her background and career path leading up to joining Biogrow.

"Thanks to my mother, who was a farmer in Kangra, Himachal Pradesh, I became interested in agriculture early on in my life and for me it was a logical next step to pursue a career in this sector. I did my post graduate studies in agronomy and then I got the chance to join a hydroponic training course in Delhi, which was a huge opportunity for me and set me on a path to become a full-time agronomist.

In the beginning, it was very difficult, because there were no other female agronomists in my area and it was a real challenge to find companies willing to hire a newly-qualified female agronomist. Eventually, I was offered the chance to work on two semi-governmental projects and I also did a placement with an Indian hydroponic company named "Agrijoy LLP".




So far, I've worked on leafy crops like lettuce, pak choi, basil, celery, thyme, parsley, spinach, etc. and also vine crops like bell peppers, jalapeno, zucchini and cherry tomatoes. All these crops have been grown in hi-tech polyhouses using a wide range of hydroponic systems like NFT (vertical & horizontal), grow bags, Dutch bucket, DFT, Aero towers.

Currently, the Indian agri market is very unpredictable in terms of stock, product, prices and investments. That being said, agriculture is the backbone of the Indian economy. Just a few years ago, Indian agriculture was dependent on traditional farming techniques, but since the Covid-19 pandemic swept around the world modern farming techniques are now increasingly being used by Indian growers. Nowadays, people are growing on rooftops, in polyhouses, and they're using the latest hydroponic techniques and know-how."


Read the full article on the Biogrow web site : www.biogrow.com/en/news



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 www.biogrow.com

 contact@bio-grow.com

 +33 (0) 468 373 939

Edition **06**

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Artificial Intelligence (AI): does it have the potential to revolutionize modern agriculture?

AI: the dawn of a new era in modern agriculture

Artificial Intelligence (AI) has rapidly transformed many industries, and agriculture is no exception. Farmers have always relied on technology to make their operations more efficient, but AI has the potential to revolutionize the way we produce food.

How does it work? AI involves using computers to do things that traditionally require human intelligence. This means creating algorithms to classify, analyze, and draw predictions from data. It also involves acting on data, learning from new data, and improving over time. Just like a tiny human child growing up into a (sometimes) smarter human adult. And like humans, AI is not perfect. Yet.

In agriculture, one of the biggest advantages of AI is its ability to optimize crop yields. By using machine learning algorithms to analyze data about weather patterns, soil conditions, and other factors, farmers can make more informed decisions about planting, fertilizing, and harvesting crops. This can lead to higher yields and more consistent crop quality.

The growing use of information management systems and innovative technologies for enhancing agricultural yield utilizing deep learning techniques have also contributed to AI's rise. Human resource management and financial investment are likely to also be greatly influenced by these new AI-based technologies.



AI can also be used to reduce waste and improve sustainability in agriculture. For example, smart irrigation systems can use AI to determine when crops need water and how much to give them, reducing the amount of water that's wasted. Similarly, AI-powered crop monitoring systems can detect pests and diseases early on.

The rising usage of smart sensors in agriculture is another key trend in agriculture-related AI. Thanks to sensor-based technology, farmers can now precisely map their fields, track crop treatment items, and administer them just where they are needed.

When you consider AI's self-learning capacity, the increasing use of image analysis, and its predictive forecasting that will become more and more precise in the years to come, there is no doubt we are witnessing the emergence of a new paradigm in agriculture.

The next generation of farmers will have a huge head-start compared to their predecessors due to the fact they'll be able to draw upon vast amounts of data and best practice that will save them both time and money and help them to avoid the usual pitfalls when starting a new business.

Obviously, in order to benefit from AI's huge potential it has to be used correctly & intelligently, especially in the early stages. Once sufficient amounts of data have been fed into the operating system the AI will automatically start to look for ways to improve upon past performance and the self-learning aspect of the programmes will be auto generative.

To review, AI does indeed have the potential to revolutionize agriculture by making farming more efficient, sustainable, and profitable. While there are still challenges to be addressed, the use of AI in agriculture is likely to continue to grow in the coming years, transforming the way we produce food and meet the needs of a growing population.

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Mehmet Cam - Medium.com



Biogrow Mexico in France, India & Sri Lanka

Quentin Gomis from Biogrow Mexico tells us about his recent trip to France, Sri Lanka and India : First stop, the South of France, where it all started, where the idea of BIOGROW was born. It was a great honor and a pleasure to meet the Vila brothers, Bruno and Franck, and the whole team behind the success of the group. We visited several sites where we grow different varieties of tomatoes and cucumbers under the Rougeline brand, a brand well known in the South of France and a brand that I am familiar with since part of my family used to grow for this brand. I learned a great deal about growing vegetables in closed and semi-closed greenhouses, about all the technology behind it and the challenges growers face; from labor to energy costs. A short but very enriching visit.

And then it was off to Sri Lanka to meet with Nicolas Bourhis who did a fantastic job showing Fabrice, our commercial director, and I around. We started off our journey visiting our biggest production site where we were welcomed by the joyful and kind people that work for Biogrow Lanka and where I was able to truly understand the importance of keeping an eye on detail throughout the entire production process; from the reception of the raw material, having enough stock to produce during challenging times, mixing the raw material constantly to maintain uniformity, which of course the end customer will greatly appreciate, pressing, making the precuts, putting the finished product into bags, palletizing, etc. etc. Every part of the process has to be meticulously managed so that the growers who use our products can focus their attention on other things (weather, labor management, results), rather than battling with the problems caused by low quality substrates.

Once again I found out why Biogrow is the best option for hydroponic growers all around the world. We don't only sell cocopeat based substrates, we sell reliability and peace of mind.

We also visited a second Sri Lankan production site where we could see the exact same quality control checks & procedures that are carried out at all Biogrow facilities. It is highly important to replicate good practice in every production site so that everything is done exactly the same. This is how we can offer the uniformity & quality guarantee that characterizes Biogrow.



News in brief:

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- New partnership with HTT Cesko for the Czech Republic & Slovakia



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Booth N° : W3B18

Save the date : 13th to 15th April 2023



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Save the date : 12th July 2023



- **EXPO AGROALIMENTARIA GUANAJATO®**

Venue : Irapuato, Guanajuato, Mexico

Save the date : 7th to 10th November 2023



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