

## Streamlining AgTech logistics with enhanced Data Analytics

01 September 2023 | News

### Innovative AgTech solutions and services to remove inefficiencies and solve real business challenges



### Innovative AgTech solutions and services to remove inefficiencies and solve real business challenges

A significant surge in AI-driven technologies has been witnessed in the agricultural industry in recent years, particularly in commodity trading. Agribusiness markets are being revolutionized by these advanced systems, which change the way trading operations are carried out.

From 2023 to 2032, the AI in agriculture market is expected to grow at a CAGR of over 20%. While AI finds numerous applications in agriculture, such as using robots, its impact is greater when viewed from the perspective of analytics-based software. Agricultural commodity traders can benefit greatly from artificial intelligence by swiftly processing vast amounts of data, a task that traditional traders often have difficulty with.

For instance, the U.S based Ever.Ag, the AgTech provider dedicated to empowering supply chains to feed a growing world, is excited to announce the acquisition of Roger<sup>®</sup>, an industry leader in bulk agriculture commodity trucking technology and logistics. The acquisition expands Ever.Ag's unique portfolio of software, risk management resources, and market intelligence offerings.

Roger was the creation of a group of prominent agriculture industry companies, including: The Andersons Inc., Cargill, Consolidated Grain and Barge, Koch Fertilizer, The Scoular Company, and Bushel. They shared a vision of a neutral logistics platform that would digitize and streamline bulk ag hauling. Over the past year, the charter member companies recognized the future path to greater success for Roger would be dependent on advanced technical and analytical capabilities.

"Joining Ever.Ag and their innovative AgTech solutions and services allows Roger to expand our offerings, helping customers to remove inefficiencies and solve real business challenges. Roger will become a more valuable resource for the entire agriculture industry," said Jeff Schreiner, CEO of Roger. "The key to Roger's success is being able to provide better data-driven insights that allow customers to make more informed and profitable decisions for their business."

With Roger's up-to-date and reliable hauling information, clients can optimize logistics throughout the bulk agricultural trucking sector. With a focus on transparency and traceability, Ever.Ag will leverage the Roger platform to manage bulk movements across all commodities.