AgroSpectrum ASIA
Envisaging Future | Updating Present

Syngenta to invest in Pairtree data Intelligence to benefit Australian farmers

18 December 2023 | News

The strategic partnership aims to advance precision agriculture through cutting-edge technologies for crop management

The strategic partnership aims to advance precision agriculture through cutting-edge technologies for crop management

Syngenta Australia is investing in Pairtree Intelligence, an innovative AgTech company at the forefront of data-driven solutions for sustainable farming. Using a collaborative approach, Pairtree supports the development of services and solutions that enable the control of pests and diseases.

The strategic partnership aims to advance precision agriculture through cutting-edge technologies. Pairtree Intelligence's expertise in harnessing data analytics to optimise crop management aligns seamlessly with Syngenta's mission to drive sustainable and efficient farming practices.

With this investment, Syngenta aims to build on previous work with Pairtree Intelligence and their data-stacking integrations to enhance the productivity and environmental sustainability of agriculture. The investment supports the existing collaborative effort to find new ways to work with farmers and allow them to connect and share disparate data specific to their operation, enabling them to make informed decisions that positively impact crop yields and resource utilisation all while remaining data agnostic.

Brett Hofman, Head of Business Development, Syngenta Australia said, "we are excited to foster growth in the adoption of agtech with our investment in Pairtree Intelligence, a home grown, Australian AgTech startup.â?

â??By focusing on the farmer and their advisors, our investment in this partnership provides a grassroots approach to turning farm data into insight. With the combination of Syngenta's deep agricultural expertise with Pairtree's innovative data solutions, we are poised to revolutionise how farmers approach precision agriculture," said Brett.

Pairtree Intelligence's founder and fifth-generation farmer, Hamish Munro, expressed enthusiasm for the partnership, stating, "It's great to continue to work with Syngenta, an outstanding organisation that is fully committed to supporting farmers in their journey towards operational transformation through the widespread adoption of agtech.â?•

"This investment from Syngenta underscores the importance of Pairtree Pipes and data-driven solutions in modern agriculture. Together, we will unlock new possibilities for sustainable farming practices, ultimately benefiting both growers and the environment."