



## **Adama and AgroWebLab to Launch Innovative Decision-Support Solution for Optimizing the Use of Agricultural Inputs**

**TEL AVIV, ISRAEL, January 30, 2017** – Adama Agricultural Solutions is partnering with AgroWebLab, an Israeli agri-tech company, to introduce innovative decision-support systems into agriculture. AgroWebLab has developed a technology that optimizes yields while using less agricultural inputs. This technology is currently applied to optimizing irrigation, and the collaboration with Adama will examine how this technology can be used for the application of crop protection and bio-stimulants, as well as other agricultural inputs. The partnership will be launched first in the Australian market, with additional markets to follow.

The technology developed by AgroWebLab, branded as "SupPlant", uses plant, soil, and environment sensors to monitor stress levels in the plant and sends an alert to farmers when levels rise, indicating the best time for applying agricultural inputs. The unique technology combines Internet of Things, cloud computing, and data analytics, to bring cutting-edge decision-support tools to the farm and enable growers to minimize the use of inputs while optimizing yields. "SupPlant" has been proved to increase yield by 5% while saving 20% in irrigation water, on average.

**Dani Harari, SVP Strategy and Resources at Adama**, said "We are happy to launch our partnership with AgroWebLab to provide farmers with tools that enable the effective and efficient use of agricultural inputs, an important part of every farmer's success. The combination of this advanced technology together with Adama's global reach and deep domain expertise will further extend the value we bring to farmers all over the world. We aim to continue providing these and other valuable services and products to enable farmers to increase yields and help them grow."

**Zohar Ben Ner, Founder and Director of AgroWebLab**: "We expect that our fruitful collaboration with ADAMA will allow us to explore and create cutting edge technologies that will enable us to develop solutions for sustainable agriculture, while striving for food and water security. Our closed-loop irrigation system powered by plant sensors, cloud computing and data analysis is part of this revolutionary approach."

### **About Adama**

ADAMA Agricultural Solutions Ltd. is one of the world's leading crop protection companies. We strive to Create Simplicity in Agriculture – offering farmers effective and efficient products and services that simplify their lives and help them grow. With one of the most comprehensive and diversified portfolios of differentiated, high-quality products, Adama's approximately 4,900 people reach farmers in over 100 countries across the globe, providing them with solutions to control weeds, insects and disease and improve their yields. For more information, visit us at [www.adama.com](http://www.adama.com). Follow us on Twitter® at [@AdamaAgri](https://twitter.com/AdamaAgri).

### **About AgroWebLab**

The AWL (AgroWebLab™) Group, established in 2012 as an R&D company, is one of the leading companies in the field of precision agriculture with its brand SupPlant.

With their vision to assimilate a revolutionary sustainable approach in farming they integrate 21st century monitoring practices with advanced high tech data analysis and crop management.



Using a SaaS model, the group develops software for farmers and agriculture companies to fully enhance decision-making and improve productivity. For more information, visit [www.supplant.me](http://www.supplant.me)

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