

Single Ag

Harvest 2022-23



Single Agriculture has created an innovative weed mapping technology using drones. The output data can then be applied to farmers' current sprayer systems to spot spray weeds and reduce fertilizer usage dramatically.



Single Ag is in the early stages of commercializing its drone-based imaging and detection technology. Ben has achieved early sales of the units which has provided him with confidence in the problem he is solving and the gaps to focus on in the go to market plan.

SINGLE AG'S HARVEST JOURNEY



The F2F team supported us in clarifying our business and mission to create an enterprise where our business and social goals worked together and ignited us to grow our customer base and almost double our revenue. The Harvest program has firmly set us on the road to success.

The Single family were looking for support to identify and segment the best markets for their business while looking for improvements in their supply chain and to build their team to expand nation-wide.

Ben has engaged thoroughly with the program and has derived a lot of value from the sessions to assist him with thinking more deeply about the commercial aspects of the business and the challenges he faces to scale a hardware business.



WHAT'S NEXT?



The company is now evaluating different revenue models to achieve the lowest cost of sales and capture the most revenue. Ben has built the business primarily on his own with assistance from his father and external relationships.

Ben grew up on the family farm outside Coonamble NSW, a 6500ha dryland cropping property and hence has a deep understanding of the challenges and opportunities facing the Australian cropping industry whilst also understanding what can be achieved with technology.

About Farmers2Founders

We help build agrifood tech and innovation solutions that deliver commercial benefit and industry impact across agrifood, fibre, fisheries & aquaculture. By supporting more producers to collaborate with agrifood tech developers and innovators to fast-track the development, commercialisation and uptake of agrifood solutions.

