

Source.ag unveils new office in North America

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Source.ag, the provider of AI solutions for vegetable growers, launched its new office on 1st October in Chicago, Illinois. The opening is part of the company's vision to expand its local presence to more effectively address the needs of growers in North America thus further driving its mission of democratizing access to sufficient vegetable supply worldwide. The new office and dedicated regional team will focus on aiding growers in Canada, the United States, and Mexico to make data-driven decisions, increase operational efficiency, and scale faster.

Source.ag's advanced AI technology is helping growers worldwide scale faster and operate more efficiently; boosting vegetable yields and creating more sustainable practices. Source.ag's solutions have been rolled out across the largest global fresh vegetable segments—tomatoes, peppers, and cucumbers—with the aim of improving operations for all fruit and vegetable growers.

Source.ag currently partners with key greenhouse growers in North America whose total combined greenhouse area covers several thousands of acres. In conjunction with the office opening, Source.ag introduced its new team members joining **Tomas Geurts, General Manager for North America**.

Ashley van de Sande, Sales Manager for Canada & US will focus on enabling growers to achieve unparalleled accuracy in yield prediction and ultimate efficiency of resource usage through AI; **Carolina Vazquez Peñaflores, Sales Manager for Mexico** will focus on providing efficient solutions to support growers' operational and scaling strategies; **Jean Paul Cordeiro, Sales Manager for Canada & US** will be leveraging his experience in sales, territory management, and data analysis to support greenhouse growers with Source.ag's cutting-edge technology.

"We provide growers with end-to-end solutions that can drastically boost productivity and eliminate errors. Source.ag provides a unified platform for greenhouse growers from collecting and visualizing data to predicting yield to optimizing crop strategy to forge their scalability and operational success. We are thrilled to bring our technologies to more growers helping to democratize access to vegetable supplies," said Rien Kamman, CEO and co-founder of Source.ag.

Globally, more than 300+ commercial greenhouses in 18 countries benefit from Source.ag's revolutionary solutions.