



Advancing Eco Agriculture announces Global Partnership with Turkish Precision Ag Technology Company, Topraq

18 October 2024 | News

The strategic relationship will contribute to a more informed, efficient and profitable agricultural future.



The strategic relationship will contribute to a more informed, efficient and profitable agricultural future.

Regenerative agriculture pioneer **Advancing Eco Agriculture (AEA)** announced a **global partnership** with **Topraq**, a Turkish precision agriculture technology company. Topraq specializes in optimizing inputs such as water, energy, and fertilizers using sensor data to enhance farm profitability across Turkey and surrounding regions.

The partnership, which includes an investment from Topraq in AEA, will strengthen both companies' offerings to growers seeking to adopt regenerative practices for their citrus, grape, cotton and other high value crops. It will provide them with more robust technology – including precision testing and plant nutrition products – and the agronomy expertise needed to grow healthy plants, build soil health and ultimately increase on-farm profitability. Notably, the partnership will bring increased access to regenerative agricultural solutions for growers in southeast Europe and west and central Asia, a crucial area in the global food supply and a region in which Topraq works extensively.

“AEA and Topraq believe regenerative agriculture is the path forward to revolutionize global agriculture,” said Eric Girdler, CEO for AEA. “By joining forces, we are expanding access to regenerative agriculture solutions to positively impact our food system and further a resilient future for generations to come.”

The partnership establishes the groundwork for Topraq and AEA to jointly introduce their combined solutions in Turkey and surrounding countries. The offering will include **Croptix**, a precision agtech platform for in-field early detection of crop nutrition and disease. AEA is a strategic investor in Croptix and a development partner for its in-field plant nutrient testing. The Croptix technology has proven to be particularly beneficial to growers of citrus, a major market for Topraq. Among other benefits, Croptix can identify early indications of Huanglongbing (HLB) citrus greening, which is one of the most destructive citrus plant diseases in the world.

“This partnership bridges a critical gap in agricultural data,” said Cem Ertal, CEO of Topraq. “Topraq’s investment in AEA highlights our dedication to innovation and our mission to provide farmers with cutting-edge agricultural solutions. At Topraq, we believe that understanding the data is key—‘if you can’t measure, you can’t manage.’ By combining AEA’s expertise with our technology, we’re empowering farmers to make informed decisions that boost crop performance, lower input costs, and promote environmental sustainability. This is precision farming taken to the next level.”

Since 2006, AEA has worked with more than 10,000 growers across four million acres in the United States and globally, successfully implementing regenerative agriculture systems—a growing \$3.6 billion market. AEA works with growers using a combination of plant nutrients and biologicals, expert agronomic consulting, plant and soil testing, data-driven crop nutrition programs, and real-time analytics to measure performance.

“Regenerative agriculture will always be a mix of observation, intuition and technology,” said John Kempf, AEA’s founder and chief vision officer. “But at the same time, ‘test, not guess’ is AEA’s mantra. Precise testing that provides real-time data helps growers do their job better, thereby increasing yields and farm profits.”

By combining Topraq’s precision technology and AEA’s whole systems approach, the companies are setting a new standard in regenerative agriculture globally.