

Source.ag introduces AI solutions to greenhouse growers to accelerate adoption by global horticulture sector

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Centralizing Data for Smarter Operations + Predictable Yields for Smarter Sales and Operations



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Source.ag, the provider of AI solutions for vegetable growers, has released three new product tiers, making access to high-quality data and AI more accessible and affordable for growers worldwide. These new offerings are designed to help growers unlock significant growth, scale and become more profitable by integrating AI-driven solutions into daily greenhouse operations.

Source.ag believes AI is not here to replace growers, but to empower them by providing tools that can enhance decision-making and operational efficiency. By simplifying data collection across the entire growing operation and seamlessly embedding AI into daily workflows, these newly introduced tiers will enable growers to harness the full potential of AI, driving productivity and profitability to new heights.

Source Workspace: Centralizing Data for Smarter Operations

Source.ag introduces *Source Workspace*, designed to solve the challenge of fragmented data across multiple systems that causes lack of transparency and visibility into greenhouse operations. By centralizing all operational data into a single platform, *Source Workspace* provides quick access to critical cultivation metrics, giving users a comprehensive and real-time overview of their performance. This empowers growers to collaborate more easily and make timely, data-driven decisions, improving productivity and profitability across their greenhouse operations.

Source Workspace seamlessly integrates, at scale, with all relevant data sources and workflows, ensuring growers' readiness to embed AI across operations to maximize productivity and profitability.

Harvest Forecast: Predictable Yields for Smarter Sales and Operations

With *Harvest Forecast*, Source.ag addresses the challenge of inaccurate yield predictions, which often leads to conservative trading strategies and higher dependence on volatile spot markets. This approach results in missed opportunities and contributes to waste. Poor forecasts also complicate downstream planning, increasing costs in labor, packaging, and logistics.

Harvest Forecast provides growers with precise, up-to-date daily yield predictions up to eight weeks in advance, refreshed daily with the latest data. By integrating forecasting across teams—growers, labor managers, and sales—this solution enables more effective cross-team collaboration and timely strategic adjustments to harvest plans. As a result, growers' sales teams can secure more pre-arranged contracts at steady, higher prices, while simultaneously reducing operational costs.

Cultivation Management: Simulate, Optimize, and Execute for Maximum Yield

Cultivation Management helps growers tackle the uncertainty of strategic crop decisions made before and during the growing season. Parameters such as stem density, fruit pruning, temperature, and lighting have long-term effects that are difficult to predict, especially when external factors—like energy prices or weather—turn out differently than expected. This new tier enables growers to run various strategies virtually and assess how key parameters will affect crop development, plant balance, fruit weight, and yield to then make data-driven decisions without risk. This dynamic approach shortens the learning curve, improves resource efficiency, and enhances profitability.

Ultimately, *Cultivation Management* allows growers to confidently implement strategies that maximize yield with minimal risk while maintaining plant health throughout the season.

Part of the Larger Source.ag Product Suite

These new product tiers are an integral part of the broader Source.ag product suite, designed to provide growers with comprehensive, end-to-end operational support.

The backbone of Source Workspace is *Source Plant App*, a powerful tool that growers can leverage at no extra cost to effortlessly digitize plant data, enabling deeper insights into plant development, growth, and overall health. The Source.ag product suite also includes *Source Irrigation Control*, which enables autonomous execution of irrigation and nutrient strategies, effectively putting the greenhouse on autopilot.

Additionally, *Source Cloud* simplifies the process of connecting cultivation data to internal systems, such as Power BI, for enhanced analysis and reporting. By combining these solutions, growers gain access not only to advanced AI tools but also to a fully integrated system for managing, automating, and optimizing their operations.

This ecosystem of solutions empowers growers to respond more effectively to changing conditions, leverage strategic insights, and achieve more sustainable and profitable outcomes.