



Syngenta launches Cropwise explorer to close gap between data and action

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Syngenta has launched Cropwise Explorer, combining field data, satellite imagery and AI-driven insights to help retailers identify crop issues and guide grower decisions



Syngenta has launched Cropwise Explorer, a digital agriculture tool designed to help retailers monitor growers' fields, identify emerging agronomic problems and turn field data into timely recommendations.

The new offering sits within Syngenta's Cropwise integrated farm management platform and brings historical field performance, in-season crop information and satellite imagery into a single interface. The objective is to give retailers a faster way to assess field conditions across multiple growers and determine where intervention or scouting may be needed.

For retailers managing large numbers of growers and fields, the value of the platform lies in reducing the time between detecting a potential problem and acting on it. Cropwise Explorer uses anomaly detection to flag changes in crop conditions, while allowing retailers to share relevant insights and recommendations directly with their grower customers.

"Retailers need tools that save time and help with decision-making," says Greg Uchtmann, digital ag solutions marketing lead at Syngenta. "Cropwise Explorer gives them the ability to see what's happening across the fields they manage and delivers essential information in a format that's easy to understand and share."

From satellite data to field-level action

Cropwise Explorer combines several layers of field intelligence rather than relying on a single data source. Weekly field-insight reports, yield and productivity summaries and crop-performance information are designed to help retailers identify fields that are performing well and those that may require closer attention.

The platform also incorporates AI-generated summaries and weekly reports based on the Normalized Difference Vegetation Index (NDVI). These tools are intended to help retailers prioritise scouting by highlighting fields showing potential anomalies and providing context on why they may warrant investigation.

That changes the role of satellite imagery from a monitoring tool into a prioritisation mechanism. Instead of reviewing every field manually, retailers can use the data to narrow their focus to areas where the crop appears to be deviating from expected performance.

The platform can also connect alerts and reports with other Cropwise tools and services, allowing retailers to pass information to growers and maintain a more continuous flow of field intelligence during the season.

Making field intelligence easier to share

Cropwise Explorer is also designed around the practical workflow of agronomists and retailers. Users can record scouting observations, capture and download images, visualise field information and share insights with growers.

Its Time Series Analysis feature adds another layer by allowing users to compare current-season crop development with performance from previous seasons through a single visual chart. This historical comparison can help distinguish an emerging in-season issue from normal field variability and identify areas where management decisions may need to change.

“With Cropwise Explorer, retailers can easily log scouting notes, capture and download images, visualize field data and share valuable insights with their grower customers,” says Uchtmann. “The Time Series Analysis feature allows users to compare the current season's crop development to previous seasons in a single, easy-to-understand chart. This provides another powerful tool to identify in-season opportunities and support more informed management decisions.”

The launch reflects a broader shift in digital agriculture from simply collecting more data to making that data usable at the point of decision. For Syngenta, placing Cropwise Explorer directly in the hands of retailers extends that capability beyond the farm management platform itself, positioning retailers as another critical link between field intelligence and on-farm action.