

Digital Integrated Pest Management solutions for greenhouse growers

The Challenge

Biobest wanted to simplify integrated pest management (IPM) scouting for its greenhouse growers. It looked for a digital platform that offered real-time, high-resolution data capture and analysis, with protocols that fit its biological control products. By sharing such data with Biobest advisors, growers can receive personalized advice on time, even without field visits.

The Solution

Agritask co-developed an agronomic platform with Biobest under the brand Crop-Scanner. It was preconfigured with best practice scouting protocols for 17 high-value crops and customized for greenhouse use, as defined by Biobest. The new platform enabled growers to securely share data with Biobest advisors, allowing them to gain a holistic view of scouting data in real time, remotely.

The Results

Agritask delivered the Crop-scanner platform according to the specifications of Biobest in a short timeframe. It has now been launched in 6 countries in Europe and North America, with the plan to cover 39 countries by mid-2021. Feedback from growers has been overwhelmingly positive.

About Biobest

Pioneer and global player in sustainable crop management

Biobest Group NV ("Biobest") has been offering biological control and pollination solutions for the world since 1987, by pioneering the use of bumblebees to pollinate greenhouse tomatoes. It has since expanded to many other high-value crops, innovated several new products and grown internationally. Biobest has been firmly established as a global partner in sustainable agriculture, with products available in over 70 countries.

Biobest provides a complete selection of natural solutions such as beneficial insects, mites, nematodes, biopesticides, bumblebees, monitoring and scouting tools and pheromones.

The Challenge

Seeking digital tools to stay connected with growers

Biobest has always gone the extra mile for its growers, delivering not only top-notch products, but also tailored solutions through a network of "Biobest advisors". The highly-trained advisors collaborate closely with crop specialists and frequently visit the growers to give personalised advice. However, tracking the dynamics of various insect species inside the greenhouse is no easy feat. Biobest identified digital scouting as a way for growers to systematically monitor the greenhouse status and automate much of the related analytics. By sharing such information with Biobest advisors, growers can stay connected and receive fact-based, timely advice, even without field visits.

To develop a digital platform that would meet its requirements, Biobest searched for a long-term technological partner with the flexibility to tailor the scouting and reporting protocols to fit its product range and best practices. In addition, the partner had to comply with complex user access management without compromising data security and privacy.

Biobest chose Agritask as a partner after examining several options.

The Solution

The creation of Crop-Scanner

For several months, Biobest and Agritask have collaborated to design and develop Crop-Scanner, a system tool for greenhouse scouting and personalised Integrated Pest Management (IPM) advice. The system consists of a mobile app for digital scouting, and a web-based platform for data visualization and analytics. It can be used to scout for pests and beneficials in 17 of the most common greenhouse crops, including vegetables, fruits and flower ornamentals. The reporting screens for each crop are preconfigured with the most relevant insect species for ease of use. The user interface has been designed to fit the branding strategy of Crop-Scanner, including graphics, logo display, etc.

Crop-Scanner features:

- Self-registration and addition of greenhouses including structures, bay width, sections, greenhouse layout, as well as and other information such as crop type, season, etc.
 - Preconfiguration of scouting protocols for the chosen crops, which also differ by geography
 - High-resolution scouting for pests and beneficial insects, as defined by row and pole locations or by specific trap/bee hive identification numbers
 - Flexibility to control reporting access, meaning that only designated personnel can report and view data from certain plots
 - Data visualization and analytics in the form of tables, maps, or charts; automatic alerts and coloured markers with thresholds specifically defined for each crop and geography
 - Ability to track scouting routes for each individual for performance control and benchmarking
 - Ability to share the scouting information with Biobest advisors for personalized IPM advice
- And much more.



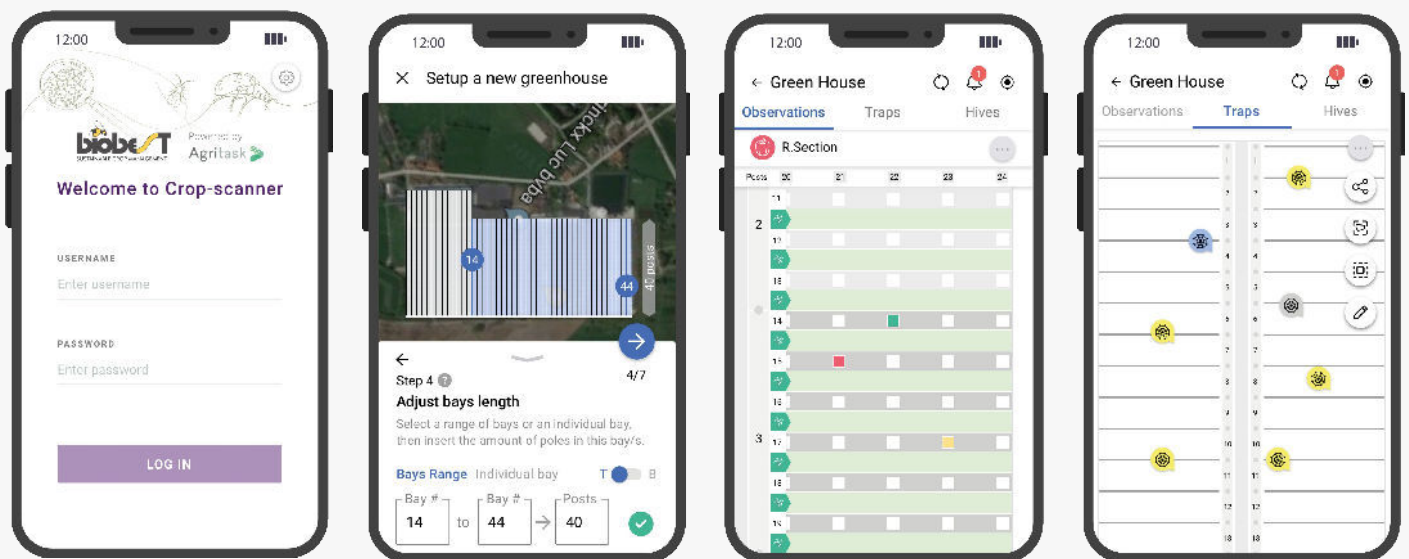
The Results

Successful launch and traction from growers

Crop-scanner has been launched in mid-2020 in 6 countries in Europe and North America, with the goal of covering 39 countries by mid-2021. The launch has been smooth and feedback from early users has been highly encouraging. In addition to digital scouting, growers can optionally add other farm management functions from Agritask, which provides digital solutions from pre-planting to post-harvest, including quality control and traceability.

Herman Van Mellaert, Director Strategic Alliances at Biobest: "We see the Crop-Scanner app as fundamental to our digital strategies. It brings added value to our growers and enables our advisors to serve them better. Agritask has been able to cater to our numerous requirements, whether agronomic, technical or design-related. It enables us to bring the vision of Crop-Scanner to reality in a short timeframe. We look forward to a fruitful and long-lasting collaboration."

Amit Noam, Chief Operating Officer at Agritask: "It is our pleasure to work with an industry thought leader such as Biobest to co-create and deliver this very special product. It supports the growers in their daily operations, and by doing so, facilitates the Integrated Pest Management approach. Greater adoption of biological solutions will improve health and safety standards and also benefit the environment."



[Source](#)

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