

Farmable

Empowering farmers to feed the world while preserving the planet



“ It's nice to see something that is just for our industry, we always feel pushed aside as fruit growers. ”

Paul Seeley, Farm Manager at Alan Hudson Farm

About Farmable

Farmable wants to help solve the global challenge of producing more food without extending farmland or the use of resources. By reinventing how fruit and vegetable farmers gather, organize and use their data, Farmable's objective is to become the farmers' go-to solution for everything they need to face the digital future of farming.

farmable.tech

Key information

Founded: 2018

CEO: Lars Petter Blikom

HQ: Svelvik, Norway

Impact theme: Sustainable food systems

Industry: Agriculture

Impact potential

5/5 | Impact-generating

SDG targets contribution



Net impact score

+41% | +85%¹

1. Applying Norselab custom value set mapped to SDGs

Farmable

Meet the founder

Before founding Farmable, Lars Petter Blikom had extensive experience driving digital transformations at DNV, an independent energy expert and assurance provider. With its vision to empower farmers to feed the world while preserving the environment, Farmable's objective is to become the farmers' go-to solution to face the digital future of farming.

How did you go from driving digital transformation in the assurance and risk management industry to the agriculture industry?

It started in 2014 when I took over a family farm. I joined forces with two neighbors and we started growing fruits and berries on the farm. While I continued working for DNV, one of my friends took charge of the day-to-day operations at the farm.

We quickly realized that the agricultural industry lacked software tools to efficiently manage farming operations. So, we began developing our own solutions. These served as prototypes for what now is Farmable.

Were there moments, especially in the beginning, where you thought this could fail?

We did not find the right product-market fit on the first try. But when things didn't work out as expected, we had valuable user feedback confirming what needed to be changed. We never had any doubts about our ability to create something that farmers desire and need.

How is your product changing the game in the agriculture industry?

Data is our starting point. And by data, I mean genuine operational data from the farmer's field activities. This is more important than it may sound - a common error in digitization is to start with the solution that will work perfectly... if only we could acquire the data.



Lars Petter Blikom
Name

Farmable
Company

This was something I discovered early on in DNV when working on digital projects. Farmable really changed the game by putting farmers in control of their own data, which perfectly aligns with our vision to empower farmers to feed the world while preserving the planet.

How do you go about designing and rolling out new features to users?

We test every feature on the farm before rolling it out to users. All features are designed by growers in close collaboration with Norway's largest fruit farm, and cultivators around the world. We believe in building technology from the ground up and actively involve growers in the feedback process.

What would be your advice to other founders who want to contribute to the digital and sustainable transformation of an industry?

Learn enough about your industry of choice to nourish your intuition. Then it is simply a matter of trusting your gut. Plus, read a lot of books!

Lars Petter and Farmable are currently planning to develop their first integrations with other companies in the agtech ecosystem, and bring their services to the growing Farmable user base.

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Sustainability challenges

The food gap

Despite a global commitment to eliminate hunger by 2030, one-tenth of the global population is estimated to be undernourished today. Food production increase will need to come from more frequent harvesting cycles and higher yields to keep pace with a growing population.

Healthy diets

Ensuring the diet of a growing population is not only sufficient, but also healthy, will require a substantial dietary shift. The planetary health diet developed by the EAT-Lancet commission will require an increase in the production of fruits and vegetables by 9% annually and 50-150% by 2050.

Pesticide usage in fruits and vegetable production

Pesticides protect or boost yields. They also increase the number of times per year a crop can be grown on the same land. However, there are significant negative impacts from pesticides. Pesticides and their degraded products spread everywhere once used. The impacts go far beyond the extensively covered decline in bees. About 385 million non-fatal, unintentional pesticide poisonings have been estimated to occur every year, with approximately 11,000 deaths.

Theory of change

Farmable's technology enables precision farming for fruit and vegetable farmers using data, including targeted treatment of farmland and plants. By reinventing how farmers track, monitor and record their operations by simply using their smartphones, Farmable has the potential to help them improve yields with less input. The Food and Land Use Coalition (FOLU) has identified harnessing the digital revolution as one of the top ten critical transitions to transform food and land use systems.



Target 2.4

13 729

Registered farms



Targets 8.2, 8.8

2 321

Monthly active users



Target 12.4

20 898

Jobs logged

8 928

Spray jobs logged