



Ingrid van Beuzekom

Fieldy

Ingrid van Beuzekom is co-founder and Director of Operations of Fieldy, which makes reliable crop forecasts for emerging markets. The world's supply chains are increasingly reliant on crops grown in emerging markets. For instance, over 70% of cocoa and 12% of cotton is already grown in Africa. These crops are predominantly grown by smallholder farmers. A large international beer brewer for example is buying from 25,000 farmers in Kenya alone. Fieldy helps streamline these supply chains by showing where each crop is being grown, before it comes to market.

Ingrid built a career in operations by starting in KLM, then transitioning to the UN World Food Programme, moving to a scale-up in Uganda and then into tech by starting Fieldy. With her co-founder, Bernard Wright, she brought together a team of young Ugandans who are now highly skilled in processing satellite imagery and building Machine Learning models for crop recognition. The company has a team of 9 in total, with 3 working in Ireland and 6 working in Uganda. 5 of them are female and 20% of staff time is spent on continuous education.

Fieldy now monitors 183,000 smallholder farmer fields on a monthly basis, using the ESA Sentinel satellites, and can predict where cashew and cotton occur with over 80% reliability. This is helping agribusinesses make crucial decisions on where to source crops and helps to include smallholders in these worldwide supply chains.

Fieldy is part of the European Space Agency Business Incubator and of the Google for Start-ups Accelerator SDGs programme.

www.fieldy.space

