

How CropMind is helping growers protect their harvests with Google AI



Challenge

Life as a fruit grower is filled with unknowns: What will the weather bring? How will crops respond? What will final yields look like? Unexpected losses make planning difficult and it's not unusual for farmers' crop-size estimates to be off by up to 40%. For example, during recent wildfire seasons, dense smoke directly impacted regions like British Columbia's Okanagan Valley during the sensitive fruit-ripening phase. To protect their crops and livelihoods, farmers needed rapid, accessible, and localized environmental intelligence before the harvest season concluded. With the help of Google AI, CropMind built a solution.

Solution

CropMind, a Calgary based Ag-tech innovator, has been on a mission to take the guesswork out of growing. Using images and videos uploaded from phone, camera or drone, AI models - powered by Google Cloud and Gemini - analyze a variety of factors including how well a crop is growing, any signs of disease and how many buds are on their trees. As a result, farmers get an ongoing image-to-intelligence stream of information that helps them make better decisions to increase their crop yields.

Crucially, during the Okanagan fires, CropMind leveraged Google Cloud to rapidly deploy regional, publicly accessible smoke-exposure dashboards. These provided hourly modeled data, helping growers make informed operational decisions during a critical window.

Impact

CropMind farmers are now seeing numbers as high as 97% yield prediction accuracy. This kind of foresight makes everything smoother and more profitable on the farm, including harvests. During severe weather and smoke events, CropMind's data-driven tools ensure growers have immediate access to vital exposure trends when timing matters most. And since AI helps pinpoint the specific crop areas that require intervention, farmers are able to make better use of their resources, saving time and significantly reducing costs.

"AI won't replace farmers – it will amplify their expertise. What technology can do is help farmers scale their expertise across thousands of acres and millions of plants."

Damilare Odumosu,
Co-founder and CEO

