



## **GrainSense available in Greece and Cyprus. Distribution partner TRACTORGPS introduces hand-held measurement device at Agrotica 2020.**

GrainSense, Finnish agritech start-up, which has developed the world's first truly hand-held device for grain quality measurement, and Greek precision farming company Tractorgps, sign distribution agreement and bring the GrainSense hand-held measurement device on the Greek and Cypriot market. Device is being introduced on the largest trade fair of the sector, Agrotica, gathering farmers from Greece, the Balkans, and Southeastern Europe, which will be organised from 30 January to 2 February 2020 at the Thessaloniki International Exhibition Centre. Visitors are welcome for a demo on the TractorGps stand 08 in pavilion 09.

The two companies met already at the Agritechnica 2017 fair in Germany, Hanover. "I am really enthusiastic about this starting cooperation with Tractorgps. Tractorgps professionals have a very thorough understanding of the farmers every day complexity and introducing our device through their advisory team can really help farmers, both arable and livestock farmers", says Edvard Krogus, Chief Commercial Officer of GrainSense.

"GrainSense is our brand new addition to our analytical tools and it is going to revolutionize the way we handle grain transactions. GrainSense came to cover the large gap of solutions for qualitative analysis that grain and livestock farmers need to make informed decisions, and Tractorgps is more than happy to provide it for the Greek and Cypriot market!" Aristodimos Zamidis, Tractorgps CEO.

### Affordable by individual farmers

GrainSense was introduced for international sales in summer 2018, and has now sold more than five hundred grain quality measurement devices, in more than 20 European countries.

"Wherever the GrainSense device and solution has been introduced, we have seen exceptionally strong interest in the device", says Edvard Krogus. "The feedback from customers is overwhelming and we have been very busy attending events, field days, and conferences in Europe presenting the device during the last two harvests", Krogus continues.

GrainSense is the first grain quality measurement device that is affordable and field durable, designed specifically for farmers to use and own. The international end-user sales price is 3.900 EUR (plus local tax), including the device, a carry bag, measuring spoons, a cap and 1-year warranty. A personal user account is needed for the use of the device; 250 EUR/year (plus local tax), including up to 7 grain species depending on your country (wheat and barley globally; oats, rye, rapeseed, corn and soy in selected markets), updates and calibrations, data storage, and the possibility to share and export the measurement results.



New for harvest 2020 is the ability to measure corn and soy. GrainSense offers as well for this purpose a new portable Field Grinder which is designed for grinding without moisture loss for field measurements. A new bench-top battery cover to be connected to a basic A/C adapter that can be plugged-in for continuous intensive measurements is new as well for harvest 2020.

#### Big interest among the farming community

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#### Bringing the grain quality measurement practice to the farm level

The GrainSense hand-held device measures the protein, moisture, oil, and carbohydrate content of cereals and other crops – i.e. key determinants of the harvest value and processing cost. The device is battery powered, the measurement time is just a few seconds, and it requires only a few grains and takes just seconds to make each measurement. The service includes a mobile application with GPS positioning and cloud connection, which supports a suite of value-added services for improving productivity and profitability.

The unique features of GrainSense are:

- It is **5 times smaller** than closest alternatives and battery-powered, and therefore convenient to use in field conditions.
- It is at least **3 times less expensive** than closest alternatives.
- It takes **just 30 seconds** to make a measurement, including sample loading.
- **Portable Field Grinder** now available for larger crops like **corn and soy**.
- It is the only device that can be **used before harvest** for initial quality indication.
- **Anyone can use** it without special training.
- It will include the most comprehensive package of value-added software services providing **actionable insights instead of plain data**.
- It has a potential **payback time** shorter than one harvesting season.

#### Sales through distributors

GrainSense is distributed in more than 20 European countries. For a complete contact list, please visit following page on:

<https://www.grainsense.com/contactus>



**Agrotica 2020 – Thessaloniki, Greece – 30/01-02/02/2020**  
**GrainSense at distribution partner**  
**TRACTORGPS Pavillon 9, stand 8**

Oulu, Finland - 22. January 2020

GrainSense is continuously looking for suitable distributors for the sales on the European and global market 2020 and beyond. Please contact company CCO for enquiries.

**GrainSense – Know the quality of your crops for better profits and a sustainable future**

GrainSense has developed the world's first truly hand-held device for grain quality measurement. For the first time, farmers, seed producers and plant breeders will be able to instantly and rapidly measure the key parameters of their crops in the field and make decisions that can improve profitability. We are bringing a major improvement to the food supply chain. Our hand-held device measures the protein, moisture, oil, and carbohydrate content of cereal grains and other crops. The service utilizes GPS positioning and offers cloud based big data services.

[www.grainsense.com](http://www.grainsense.com)

**Photo material and press releases**

[www.grainsense.com/contact](http://www.grainsense.com/contact)

**Social Media**

<https://www.facebook.com/grainsense/>

<https://twitter.com/grainsenseoy>

<https://www.instagram.com/grainsense/>

<https://www.linkedin.com/company/5318726/>

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**Tractorgps**

Tractorgps offers holistic Precision Agriculture applications in a wide range of agricultural cultivations. Starting from the case study of each farmer and his specific needs, we design and implement the most ideal solutions using the most efficient smart farming technologies.

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