Pairtree Wins "Farm Management Innovation of the Year" at 2021 AgTech Breakthrough Awards
Annual Awards Program Recognises Innovation in Agricultural Technologies Around the Globe

Orange, Australia, August 24, 2021 – Pairtree a 'universal dashboard that centralises agricultural data', has today won "Farm Management Innovation of the Year" at the 2021 AgTech Breakthrough Awards conducted by AgTech Breakthrough, a leading US market intelligence organisation that recognises the top companies, technologies and products in the global AgTech market today.

Pairtree centralises all farm data from various sources into a single platform that enables users to easily analyse and compare scenarios and provides farmers with a valuable tool for more consistent and objective decision-making.

The Pairtree dashboard can connect to any network and converge data from IoT devices, satellite, farm livestock and crop records, surveillance streams and public and institutional data feeds. It can incorporate a wide variety of hardware and software packages and already boasts integrations with over 90 AgTech and digital Ag providers.

Key data sets can be viewed, compared and analysed in a consistent and repeatable approach. A single login delivers access to data visualisations incorporating data from multiple sources and providers.

Pairtree can set up a suite of dashboards remotely, no matter the location of the farm, as data is accessed through the cloud (with the user's permission).

Pairtree provides business flexibility in choosing which smart farm device, software, hardware, app, etc. is most appropriate for productive management. Users are able to select the correct mix of AgTech and digital Ag for greater productivity on their individual farms.

"Many farmers and land managers suffer from an overload of data. They're not able to leverage the data that they have to make objective, repeatable decisions. Pairtree has managed to overcome the issue of interoperability for on-farm and supply chain data flow by solving the data silo issue and providing data convergence services to farmers from multiple data sources," said Bryan Vaughn, Managing Director of AgTech Breakthrough Awards.

"Congratulations to Pairtree - our choice for 'Farm Management Innovation of the Year.' They have been able to break through the barriers of big data, with a simple farmer friendly dashboard approach, supplying actionable outcomes for the farmer."

The mission of the annual AgTech Breakthrough Awards program is to conduct the industry's most comprehensive analysis and evaluation of agricultural and food technology categories, including Internet-of-Things (IoT) and Artificial Intelligence (AI) based agricultural technologies, farm management, indoor farming, food quality, data analytics and many more. This year's program attracted more than 1,500 nominations from over 15 different countries throughout the world.

"We are overwhelmed with gratitude to AgTech Breakthrough for this singular recognition. As a grass roots company developed by a farmer, we understand the issues with big companies trying to capitalise on data," said Hamish Munro, Founder and CEO, Pairtree.

"Our solution provides a significant increase in productivity, sustainability and competitiveness. Essentially by looking at the data variables that the farmer produces, Pairtree can overlay research and innovation algorithms for heightened decision support - from beef cattle, cropping, cotton and carbon monitoring and verification, Pairtree is working to fill the data gaps."

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About Pairtree
Pairtree is a cutting-edge Australian innovation, that centralises the data-sets from across the entire farm operation and throughout the supply chain. Its innovative, farmer-friendly dashboards allow easy and repeatable decision making for daily operations across any type of farm and production system. It has the largest ecosystem of Paired Partners (suppliers of smart farm hardware and software) within Australia.

About AgTech Breakthrough
Part of Tech Breakthrough, a leading market intelligence and recognition platform for global technology innovation and leadership, the AgTech Breakthrough Awards program is devoted to honoring excellence in agricultural technologies, services, companies and products.

The AgTech Breakthrough Awards program provides a forum for public recognition around the achievements of AgTech companies and solutions in categories including farm management, indoor farming, automation, IoT and robotics, food quality, analytics and more. For more information visit AgTechBreakthrough.com and Pairtree.co