



## Trimble Appoints Sencrop as a Select Partner for Agriculture

**Lille, France, 24 June 2020** - Today, Sencrop announced that it has been chosen as a Trimble Select Partner for agriculture. Under the Trimble Select Partner Program, Sencrop's connected ag-weather stations will be available to customers through the Trimble and Vantage™ distribution networks in the European Union (EU) and in the United Kingdom (UK) as part of Trimble's marketplace dedicated to precision agriculture.

A leader in ag-weather solutions connected to farm plots, Sencrop is the only fully connected ag-weather ecosystem in Europe. Weather data including temperature, wind speed, humidity, and rainfall is shared and accessible among all farmers with Sencrop weather stations, distinguishing the French ag-tech startup from other weather providers on the market.

Sencrop's digitally connected ag-weather station allows farmers to access real-time climatological data and parcel-specific weather conditions from all affiliated weather stations directly from their smartphone or computer. Pairing the Sencrop systems with Trimble solutions offers significant benefits to precision ag farmers by enabling them to make weather data-driven decisions that contribute to the determination of when to complete various field applications such as plowing, planting, harvesting and more.

*"We are enthusiastic to have been chosen as a Trimble Select Partner and to be associated with this strong brand, well-known in the agricultural sector. The establishment of a commercial relationship with Trimble's distribution network in Europe contributes to our goal to offer an integrated digital service to farmers and bring them innovative solutions, allowing for good decision-making regarding interventions in their plots, in alignment with Trimble's product line. To take part in the Trimble Select program is an ideal distribution vehicle for Sencrop,"* said co-founders Martin Ducroquet and Michael Bruniaux.

### Partnering for the Future

By collaborating with Trimble, a leader in the global ag-tech industry, Sencrop intends to increase its number of ag-weather stations and expand its collaborative network. An expanded network can provide farmers in the EU and in the UK with the opportunity to enhance or improve the precision of interventions on their plots by sharing weather data among all Sencrop weather stations.

The companies are excited to introduce this ag weather-data technology to Trimble dealers and customers in the EU and in the UK. Trimble has been at the forefront of the precision agriculture business for many years and recognizes Sencrop as a technology innovator in agricultural weather products.

This announcement occurs five months after the Sencrop buy-out of sensor specialist Visio-Green, which allowed for Sencrop to strengthen its position as a leader in connected agricultural weather-data, with more than 12,000 customers in Europe.

## Distribution in the EU Market

As a Trimble Select Partner, Sencrop's solution will be available through Trimble Agriculture Dealers and Vantage networks for distribution in the EU & British markets.

*"We are excited to have Sencrop join our growing network of Trimble Select Partners. As a key player in the European market of connected ag weather-data, Sencrop has the optimum technology to sustain precise, efficient, and eco-friendly agriculture, which aligns with Trimble's mission of providing farmers the precision ag technology that helps reduce cost, improve yields, and is environmentally conscious. Our Trimble Vantage and Trimble Dealer networks represent some of the world's leading precision agriculture technology experts and will serve as an ideal channel to promote and distribute Sencrop products within the European Union,"* said Kevin Barkow, Global Manager of Strategic Projects for Trimble's Agriculture Division.

To access Sencrop on Trimble Select's platform, click [here](#).

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## About Trimble Agriculture

Trimble Agriculture provides a full suite of farm management solutions that solve complex challenges across the entire agricultural landscape. These technology-based solutions enable farmers to increase production efficiency while saving valuable resources and increasing profit. Trimble solutions are compatible with most farming equipment on the market and offer technology integration for farmers to collect, share, and manage data while providing improved operating efficiencies in the agricultural value chain. Trimble solutions include guidance and steering; grade control, leveling and drainage; flow and application control; irrigation; harvest solutions; desktop and cloud-based data management; and correction services. For more information on Trimble Agriculture, visit [agriculture.trimble.com](http://agriculture.trimble.com).

## About Sencrop

Sencrop is an innovative ag-tech startup based at Euratechnologies in France, the third-largest startup accelerator in Europe. Sencrop was selected by Le Village by CA, a startup accelerator funded by Crédit Agricole for high-growth ventures. The company founded in 2016 by Michael Bruniaux and Martin Ducroquet became the European leader in 4 years: Sencrop has the biggest ag-weather network of stations in Europe with more than 12,000 growers connected to its solution, and counts on 70 dedicated members at the service of farmers in its European offices. In 2020, Sencrop was placed on the Top 10 global ranking made by AgFunder, the reference media for start-ups' venture capitalists, after its US\$10 million Series A fund raising in 2019. Sencrop won a SIMA Innovation Award, highly prized within the agricultural world, and a silver SIVAL medal. It is to note that Sencrop is also a member of the Hardware Club.

Sencrop develops and implements connected, accessible, and collaborative solutions based on agro-environmental data collection in order to make precision agricultural monitoring technology available to everyone. Sencrop strives to develop more accurate, efficient, and environmentally responsible agricultural techniques and practices for widespread implementation.

[sencrop.com](http://sencrop.com)