MyEasy Farm

Easy and Connected Precision Agriculture

PRESS KIT

Table of Contents

I. The story of MyEasyFarm

MyEasyFarm is a startup in AgTech, created in 2017 and based in Bezannes, France
Founded by two brothers who have combined their skills. On the one hand François Thierart and his 30 years of experience in IT and on the other, Jean Baptiste Thierart, who has been running an Ag Dealer company for 20 years.
MyEasyFarm was born out of a collaboration focused on precision agriculture.

They have partnered with Ivan KOLOMIETS, the CTO and head of research and development to design and develop an AgTech platform.

The solution aims to accompany the farmer on a daily basis in his agricultural tasks. In particular, it facilitates decision-making and computer entry. The aim is to optimize the competitiveness of operators through better profitability by limiting environmental impacts.
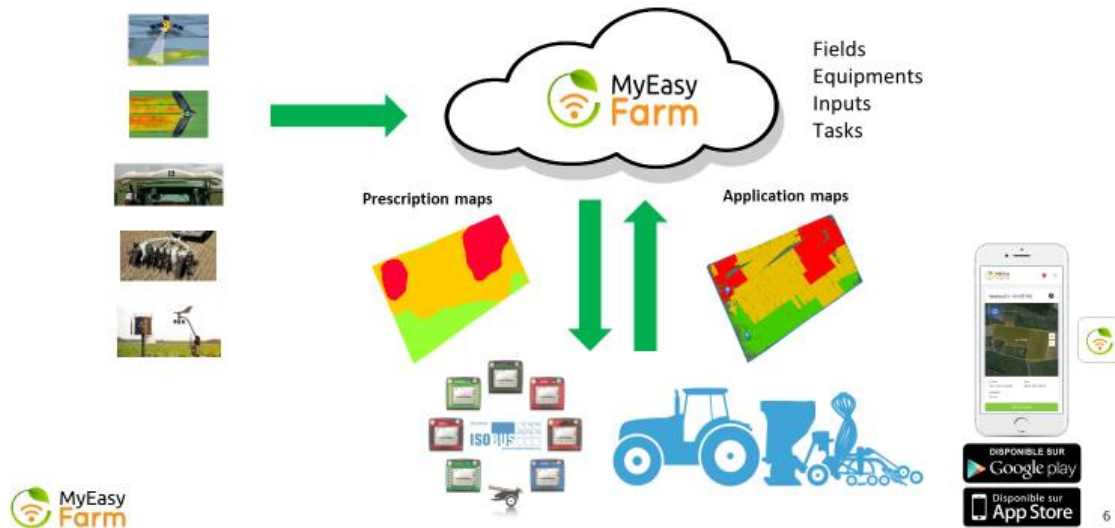
MyEasyFarm is housed in the VillagebyCA Reims Bezannes and has enjoyed many supports since its inception.

II.   Introducing the platform

MyEasyFarm provides farmers and their professional interlocutors with solutions for easy and connected Precision Agriculture.
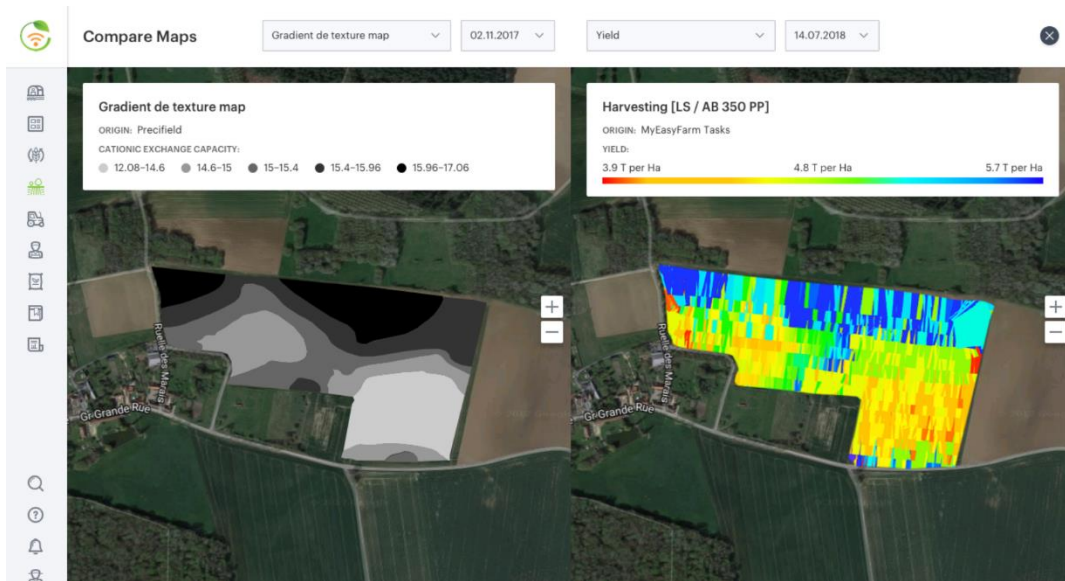

MyEasyFarm is a Precision Agriculture platform for farmers and cooperatives/traders, for aggregation, management and transfer of agricultural data (Satellite, drone, sensors, OADs, parcel management, etc.) to equipment.

MyEasyFarm's main features:

- Import, creation, management of input recommendation maps (the right dose, in the right place, at the right time)
- Creating tasks and transferring to farm machines displays via USB stick or connected mode (ISOBUS-certified and compatible with most displays on the market)
- Real-time monitoring of agricultural equipment in operation
- Retrieving intra-plot application maps from agricultural equipment (Automation of traceability and documentation)
- Data analysis (comparison of maps, calculation of production costs per intervention, by cultural route, ...)
- Market Place for the integration of agricultural applications and data (Farm Management, Satellite data, Weather, Decision tools, ...)
- Collaborative platform for online agricultural advice from organizations to farmers, exchange of data under the control of farmers.

All of these features allow users to simplify precision farming, save time and be more competitive by reducing overdoses.
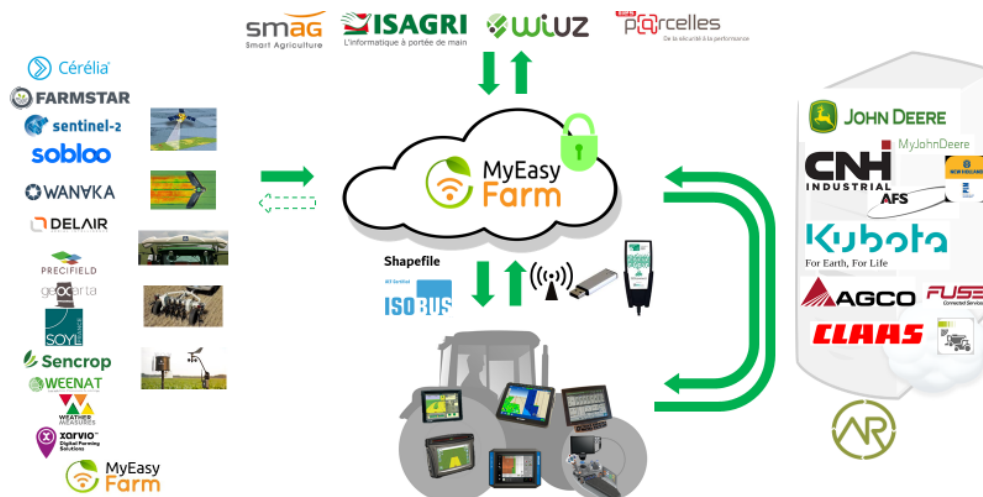
MyEasyFarm is marketed by subscriptions to the platform, according to several annual packages, the amount of which varies according to the area of the farm.
See rates: https://www.myeasyfarm.com/en/tarifs
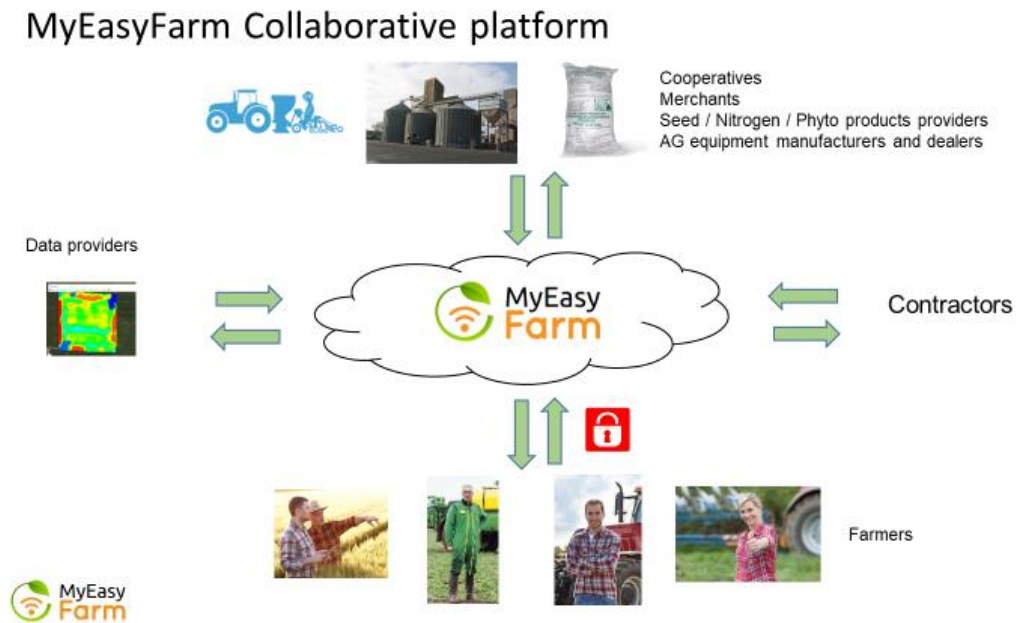
III.   Open platform

The MyEasyFarm platform was designed from the start to integrate agricultural data from many sources, whether raw (Satellite data, weather, agricultural equipment uplift) or more accurate (soil maps, recommendation maps provided by Decision tools).

Thanks to its APIs respecting the latest data exchange standards (REST, OAuth2), MyEasyFarm is connected to about twenty data sources, including the main platforms of suppliers of agricultural equipment.

IV.   Collaborative platform

The collaborative version of MyEasyFarm allows 2 or more MyEasyFarm users to collaborate in real time and exchange agricultural data, with secure control of each user's data.

This feature allows the agricultural advisors of an organization (Cooperative, Trader, Chamber of Agriculture, advisory body ...) to prepare on behalf of the farmer, his plots, his cultural cycles, his recommendation maps from Decision tools as well as the associated interventions.

The farmer, a user of MyEasyFarm, remains in control of his data and has chosen to make all or part of his data available, anonymized or not, to his Organization.

Similarly, the platform allows to manage plot and task exchanges between a Contractor and its farming clients.

These services are offered in the form of annual subscriptions:

- ADVISOR, for agricultural advisors of the cooperatives,
- CONTRACT, for Contractors

V. Related apps

In addition to its interoperable platform, MyEasyFarm offers complementary applications with the aim of always better accompanying the farmer.
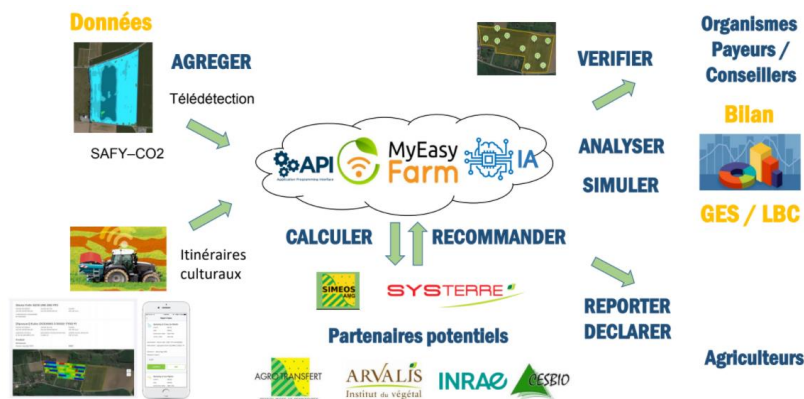
a. MyEasyCarbon

MyEasyCarbon is one of the very first Monitoring Reporting Verification (MRV) tools to comply with the french Low Carbon Crop Label, for both the Label Bas Carbone project managers and farmers.
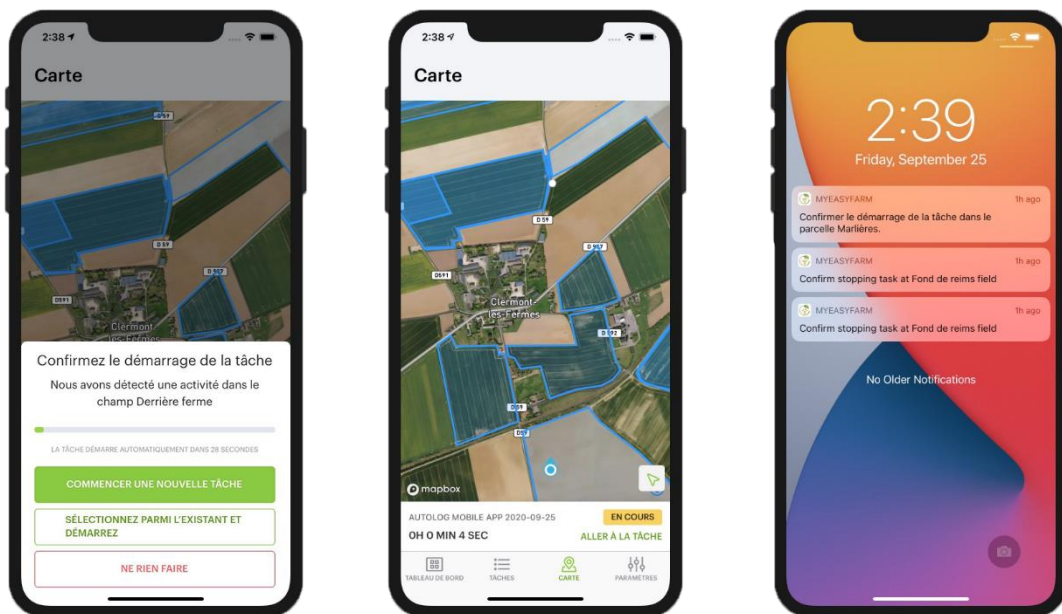

MyEasyCarbon includes:

- establish the carbon reference for a farm and simulate the potential gains of a change in cultural practices,
- to document over water and without entering the interventions in each plot during the duration of the Label Bas Carbone project, thanks to Satellite Sentinel data and the automatic lift by agricultural equipment or drivers' mobiles,
- to calculate the effective annual balance sheet of Carbon Credits generated on the farm
- to share information between the farmer and the LBC project manager through the platform's collaborative functions.

b. The MyEasyFarm Driver mobile app

MyEasyFarm Driver, the mobile app for farm vehicle drivers available on Android and iOS. Always with the aim of simplifying precision agriculture, it offers several functions:

- View what to do at any time
- View a map to perform product modulation without a display
- Automatically document interventions
- Have GPS tracking of equipment

More information: https://www.myeasyfarm.com/en/application-myeasyfarm

c. MyEasyConnect

MyEasyConnect is an ISOBUS box, with built-in Task Controller (TC) and Data Recorder (LOG), which makes a tractor display connected. So, finished the USB stick and the tedious formatting of the files!

With its various features, it convinces by its ability to adapt to different subjects: connection of the display, exchange of telemetry data, management of modulation and section cuts, creation and management of data in isoxml format on a display set up for proprietary format ...

The case, developed by the companies OSB and BHTronik, allows tractor displays to be "retrofitted" to make them connected. MyEasyConnect allows information to be exchanged to the MyEasyFarm platform via the GSM network.

It fully supports the ISOBUS TC-GEO and TC-SC function. This is why it allows you to control the modulation of input quantities or to manage the opening of sections of an ISOBUS tool attached to the tractor. MyEasyConnect can also reassemble telemetry information (in real time) such as the position every second, but also the name of the combined tractor/tool, temperatures, engine speed, speed or even the position of the 3-point hitch.

More information: https://www.myeasyfarm.com/en/myeasyconnect

VI.   Contacts

MyEasyFarm
VillagebyCA Reims
17 Place de l'Europe
51430 Bezannes - France

0 811 030 555 Service 0,05 € / min + prix appel

François Thierart, co-founder and CEO of MyEasyFarm
fthierart@myeasyfarm.com
+33 6 67 14 11 22

Emmy Brion, Head of Communications and Marketing
ebrion@myeasyfarm.com
+33 6 95 17 61 11