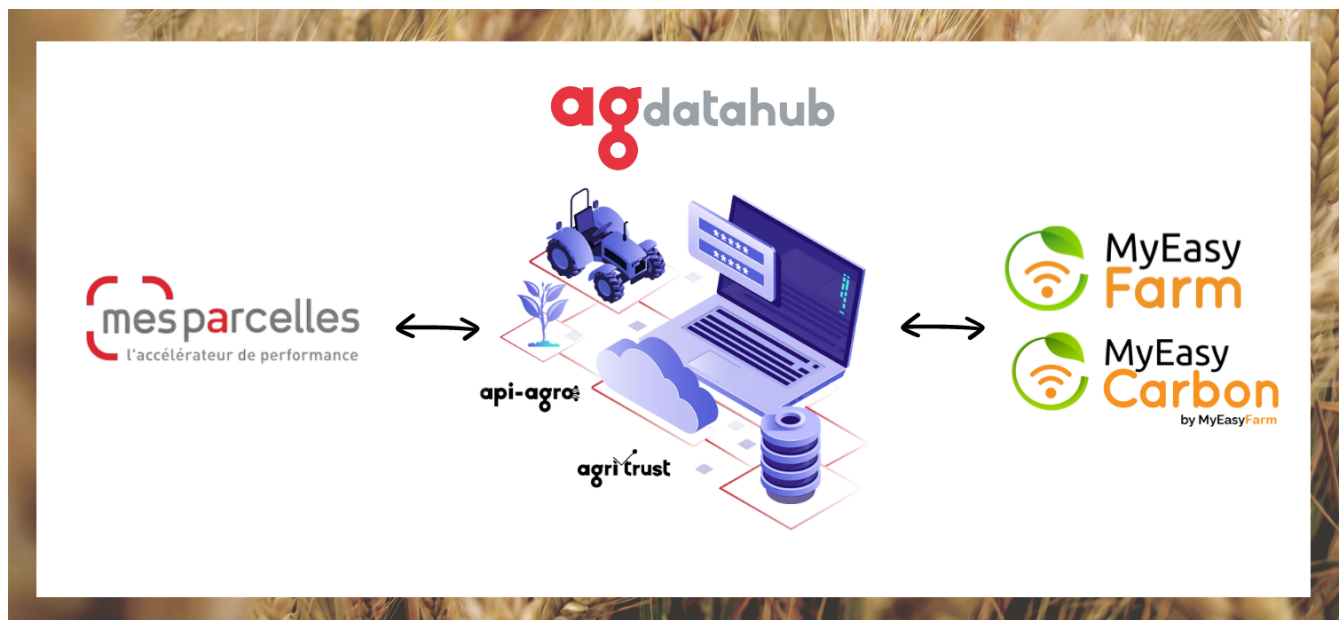


VillagebyCA Reims / Bezannes, February 23rd 2023

## MyEasyFarm chooses the Agdatahub solutions to connect its platform with MesParcelles

For the 2023 International Agricultural Show, **MyEasyFarm**, the publisher of Precision Agriculture and Low-Carbon Agriculture solutions, announces the **interoperability of its platform with the leading plot management software “MesParcelles”** of the French Chambers of Agriculture, **with the Agdatahub platform.**



### Easy connection and secure data exchange with AgriTrust's Connect and Consent modules

MyEasyFarm relies in particular on Agdatahub's new AgriTrust solution, which provides a secure connection to the MyEasyFarm platform and manages farmers' consents.

AgriTrust's Connect module will allow users to **enhance security and facilitate access to MyEasyFarm** and connected third-party applications, including MyParcelles.

AgriTrust's Consent module manages all **consent requests for access to data** hosted in the MyEasyFarm platform.

MyEasyFarm is certified [Data-Agri](#) (label for the security of agricultural data developed by FNSEA and Jeunes Agriculteurs) since 2019, which guarantees its users the protection, security and non-sharing of their data.



The implementation of AgriTrust's Consent module goes beyond the Data-Agri label and allows farmers to **selectively exchange some of their data with their partners, in a secure digital environment.**

Some examples: send a list and the outline of parcels to a Farming Company and retrieve yield maps, share your crop rotation with the agricultural advisor of your Chamber of Agriculture or your Cooperative, give access to your changes in farming practices to your Low Carbon Project Sponsor.

Thanks to AgriTrust Consent, farmers and the entire agricultural supply chain will finally be able to exchange their data in complete confidence while maintaining control.

### **Interoperable data between MesParcelles and MyEasyFarm via API-Agro**

MyEasyFarm data offers will also be published in the API-Agro catalog, which will allow data exchange with other applications in the catalog, including first and foremost the MesParcelles solution of the Chambres d'agriculture France. This data exchange will of course be controlled by the AgriTrust Consent module.

Initially, farm and parcel data will be available in this exchange. The data flow will be enriched over the course of the year and will allow a farmer using both MesParcelles and MyEasyFarm to transfer the data of his planned and completed interventions and avoid any re-entry between the solutions.

*"Collaborating with Agdatahub and using their solutions will allow MyEasyFarm to meet the requirements of the new European regulation on data governance (Data Governance Act) which will come into force in Europe in September 2023. But above all, this partnership will allow our farmers to secure access and control the sharing of their data with other agricultural actors",* says Francois Thierart, CEO of MyEasyFarm.

*"The trusted third party data intermediation platform proposed by Agdatahub makes sense when implemented in a way that respects the data and its rightful owners. It is to develop trust by promoting the return of value to agricultural producers through digital solutions that we work daily. The ecosystem set up within this framework clearly shows the need to organize data access for the agricultural sector",* emphasizes Sébastien Picardat, Managing Director of Agdatahub.

*For Bruno Guerre, Deputy Director of the French Chambers of Agriculture, "The Chambers of Agriculture support farmers in the use of digital technology to create value and optimize production resources. MesParcelles, a digital solution created by the Chambers of Agriculture, is a parcel management tool that reassures farmers in the respect of regulations and the agronomic follow-up of parcels. For a few years, this solution has been evolving to become a service platform and for that purpose develops its interoperability with other solutions useful to farmers such as the MyEasyCarbon solution developed by MyEasyFarm, in a secure framework thanks to the solutions developed by Agdatahub.*



**More informations on [MyEasyFarm](#) :**

*Publisher of digital platforms since 2017, MyEasyFarm is a French AgTech startup specialized in Precision Agriculture and Low Carbon Agriculture. Its mission is to support the agricultural world in its agro-ecological transition through 2 cutting-edge digital solutions: MyEasyFarm and MyEasyCarbon.*

*Expert in data exchange with agricultural equipment, MyEasyFarm makes it easy to practice Precision Agriculture. Designed for farmers and agricultural contractors, the platform collects, manages, transfers and analyzes agricultural data from many sources (fields, satellites, drones, agricultural machinery, weather, IoT sensors) to reduce the use of inputs and improve crop management. The MyEasyFarm platform has prestigious clients such as KUBOTA, MICHELIN, LIMAGRAIN, VIVESCIA, SYNGENTA and equips more than 1200 farmers in France and Western Europe.*

*The first application certified by Bureau Veritas with the Low Carbon Label, MyEasyCarbon is an application for the food industry (farmers, cooperatives, agribusinesses) to measure and reduce CO2 emissions/soil carbon storage in agriculture and generate additional revenues in the form of reliable carbon credits.*

*MyEasyFarm is based at VillagebyCA Reims and has offices in Italy, the Netherlands, Russia and Brazil. The MyEasyFarm team is made up of 25 people from engineering schools in Agriculture/Agronomy and Computer Science. MyEasyFarm is part of many associations in the AgTech field (La Ferme Digitale, Agronov, Pôle de compétitivité Agro Sud-Ouest innovations, la chaire AgroTIC, Terrasolis, 4pour1000, ...) MyEasyFarm is supported by BPI, Business France and the Grand -Est region and is accelerated by Scal'Enov and HECTAR.*

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Attend a webinar [MyEasyFarm](#) or [MyEasyCarbon](#) – [Try MyEasyFarm for free for 30 days](#)

**More informations on [AgDataHub](#) :**

*Agdatahub is the trusted third party data intermediary dedicated to the agricultural sector with its digital identity solution Agritrust and its data exchange solution API-Agro. In support of these solutions, Agdatahub provides operational consulting missions related to data (project management, technologies, marketing) to support the actors of the agricultural and agri-food sectors in the use of digital technologies.*

Follow us on Twitter (@agdatahub\_FR) and LinkedIn.

**More informations on [Chambres d'Agriculture France et Mes Parcelles](#) :**



*MesParcelles is the digital service platform for complete management of farm land and crops: mapping, traceability, fertilization management, regulatory and technical-economic approaches, CAP declarations, decision support tools and IOT links, etc.*

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*Or on our website : [mesparcelles.fr](http://mesparcelles.fr)*