

# Press Release



Bezannes (France), 16th of January 2026

## **MyEasyFarm partners with Exata to strengthen on-farm carbon projects in Brazil**

**A Strategic collaboration to provide accessible, structured, and scalable carbon processes.**

MyEasyFarm, a leading AgTech start-up specialising in Regenerative Agriculture (RegenAg), Carbon Farming and Precision Agriculture, and Exata Group, one of the largest agronomic analysis laboratory groups in Latin America specialising in reliable agronomic analyses, have announced a strategic partnership.

Exata and MyEasyFarm have united technology, science, and traceability to strengthen on-farm carbon and RegenAg projects. While Exata delivers analytical precision (soil, carbon, biology, and diagnostics), MyEasyFarm brings the MRV platform that transforms data into verifiable traceability.



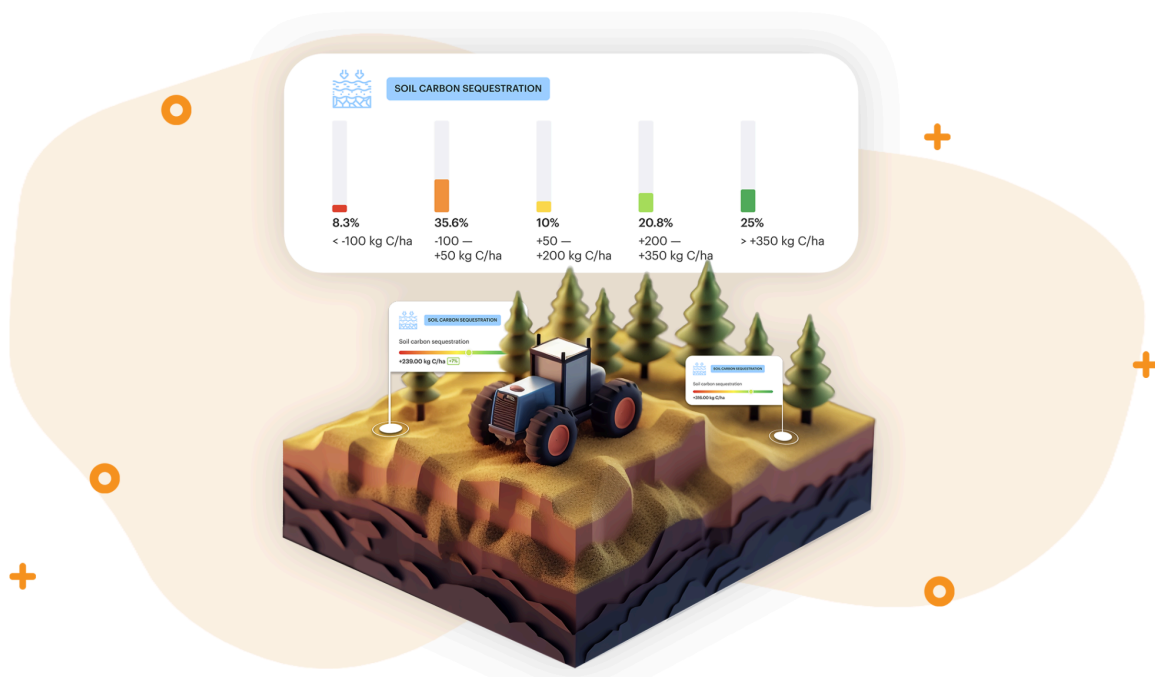
The partnership leverages the strengths of both companies to create a seamless timeline for carbon auditing:

- **Exata** provides the scientific foundation through reliable soil and carbon analysis, including advanced diagnostics such as **BioAS** (Soil Bio-Analysis), **PCR**, and **metagenomics** to assess soil biology and regenerative potential.
- **MyEasyFarm** delivers an MRV platform, which aggregates satellite monitoring, management history, and precision agriculture data to track emissions reductions and carbon sequestration.

*“We are excited to join forces with Exata to bring a new level of scientific integrity to carbon farming in Brazil,”* said **François Thierart, CEO of MyEasyFarm**. *“While our platform provides the digital infrastructure for tracking and MRV, Exata provides the 'ground truth.' Connecting their certified lab data directly to MyEasyCarbon empowers farmers and cooperatives to generate credits that international buyers can trust.”*

*“The combination of Exata and MyEasyFarm makes the carbon process accessible without sacrificing rigor,”* said **Carlos Brait CEO of Grupo Exata Brasil**. *“The market is demanding technical backing. By combining our analytical precision—covering everything from soil physics to biology—with MyEasyFarm’s traceability, we are delivering exactly what the sector needs: security, transparency, and measurable environmental impact.”*

Corporates, cooperatives, and agri-food companies are actively looking for technical backing today, and this is exactly what is partnership is providing. A complete ecosystem: from satellite monitoring to certified laboratory analyses, generating carbon credits with high reliability and technical backing.



For more information about this partnership and MyEasyFarm’s solutions, please visit [www.myeasyfarm.com](http://www.myeasyfarm.com).

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

*At MyEasyFarm, we're Ag Data experts. We leverage satellite, agricultural machinery, soil, weather, and virtually any available Ag data in our SaaS collaborative platform. We empower the entire agrifood supply chain—from farmers to food companies—to MMRV (Measure, Monitor, Report and Verify) the shifts in farming practices.*

*We generate reliable and verifiable KPIs to help Corporates match their Sustainable commitments (SBTI, CSRD, ...) and connect farmers to financial incentives like Carbon Credits and Regenerative Agriculture Corporate premiums.*

*As Kelvin said, "You can only manage what you measure"—our mission is to drive measurable improvements in CO<sub>2</sub> emissions, soil health, and biodiversity, advancing regenerative agriculture for a more resilient future.*

*MyEasyFarm is based at VillagebyCA Reims and has offices in Italy, the Netherlands, Germany 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, Pôle de compétitivité B4C, Terrasolis, 4pour1000, ...) MyEasyFarm is supported by BPI, Business France and the Grand -Est region and is accelerated by Scal'Enov, HECTAR and is in the EIT Food RisingStar programme.*

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**More information on [Exata](#):**

*Founded in 1997 in Jataí (GO), Grupo Exata Brasil was born from the need for reliable agronomic analyses in the region. Today, it operates four strategic units in Jataí (GO), Luís Eduardo Magalhães (BA), Chapadão do Sul (MS), and Cuiabá (MT). With state-of-the-art technology and an analytical capacity of 7,500 soil samples per day, Exata is one of the largest agronomic analysis laboratory groups in Latin America, delivering excellence through qualified teams and rigorous quality control.*

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