

Press Release



Bezannes (France), 24th of March 2026

MyEasyFarm and AVR Announce New Interoperability using DjustConnect to Optimize Potato Farming

MyEasyFarm, the leading AgTech startup in precision farming, regenerative agriculture and carbon farming, is proud to announce a strategic interoperability milestone with Belgian manufacturer AVR and ILVO (Flanders Research Institute for Agriculture, Fisheries and Food). By connecting the MyEasyFarm platform to AVR equipment through ILVO's DjustConnect data sharing platform, potato farmers can now automate yield data retrieval while maintaining total data sovereignty for farmers.

AVR manufactures a full range of machinery for potato cultivation. The Belgian company operates worldwide to fit the needs of farmers cultivating potatoes.



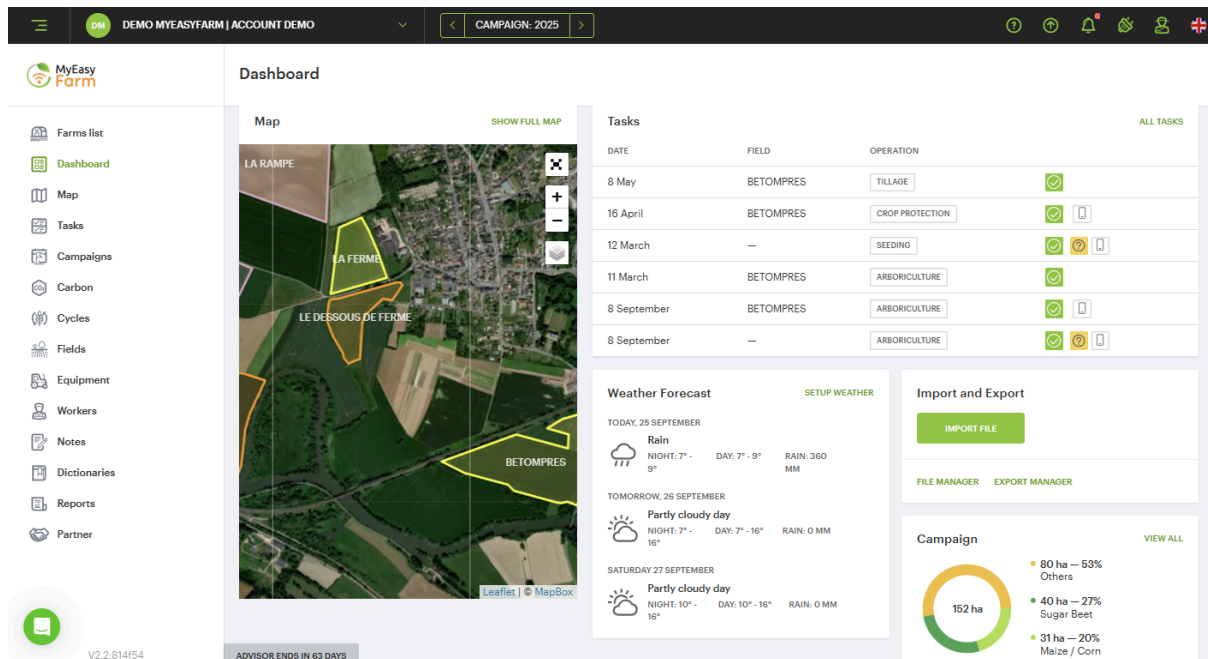
Bridging the Data Gap with DjustConnect

This collaboration leverages **DjustConnect**, a data-sharing platform managed by **ILVO**, Flanders Research Institute on Agriculture, Fisheries and Food, that ensures secure and transparent data exchange in the agricultural sector. Data can only be shared using DjustConnect with consent of the farmer. By becoming a DjustConnect data , MyEasyFarm can now seamlessly receive high-precision harvest data directly from **AVR Connect**, AVR's online reporting tool.

Potato growers can now automatically exchange:

- **Field boundaries and coordinates** to synchronize farm management.
- Detailed **yield maps** from AVR harvesters to visualize productivity.
- Essential technical indicators used to optimize crop management and reduce input costs.

This collaboration is part of the Horizon project Data4Food2030, financed by the EU, working on sustainable pathways to improve the data economy for food systems.



The screenshot shows the MyEasyFarm dashboard for a campaign in 2025. The interface includes a sidebar with navigation options like Farms list, Dashboard, Map, Tasks, Campaigns, Carbon, Cycles, Fields, Equipment, Workers, Notes, Dictionaries, Reports, and Partner. The main content area is divided into several sections:

- Map:** A satellite map showing farm fields with labels like LA RAMPE, LA FERME, LE DESSOUS DE FERME, and BETOMPRES.
- Tasks:** A table listing tasks with columns for DATE, FIELD, OPERATION, and status icons.

DATE	FIELD	OPERATION	Status
8 May	BETOMPRES	TILLAGE	Completed
16 April	BETOMPRES	CROP PROTECTION	Completed
12 March	—	SEEDING	Completed
11 March	BETOMPRES	ARBORICULTURE	Completed
8 September	BETOMPRES	ARBORICULTURE	Completed
8 September	—	ARBORICULTURE	Completed
- Weather Forecast:** A section for weather updates, including today's (25 September) rain forecast and tomorrow's (26 September) partly cloudy day forecast.
- Import and Export:** A section with an 'IMPORT FILE' button and links for 'FILE MANAGER' and 'EXPORT MANAGER'.
- Campaign Summary:** A circular progress chart showing 152 ha total area, broken down into: 80 ha (53%) Others, 40 ha (27%) Sugar Beet, and 31 ha (20%) Maize / Corn.

image: MyEasyFarm platform

Reliable Data for Sustainable Impacts

True to its brand essence — "Reliable data, sustainable impacts" — MyEasyFarm enables farmers to use this precise data to reduce input use and improve profitability.

"Because you can only manage what you measure, this partnership with AVR is a key milestone for our users," says **François Thierart, CEO of MyEasyFarm**. "By integrating AVR's high-precision yield maps, we help farmers transform raw data into concrete decisions to succeed in their agro-ecological transition."

Strengthened Universal Compatibility

ISOBUS-certified since 2017, the MyEasyFarm application is already compatible with over 50 agricultural consoles on the market. The addition of AVR to the MyEasyFarm ecosystem reinforces the platform's position as a central hub for data aggregation across the entire agri-food chain.

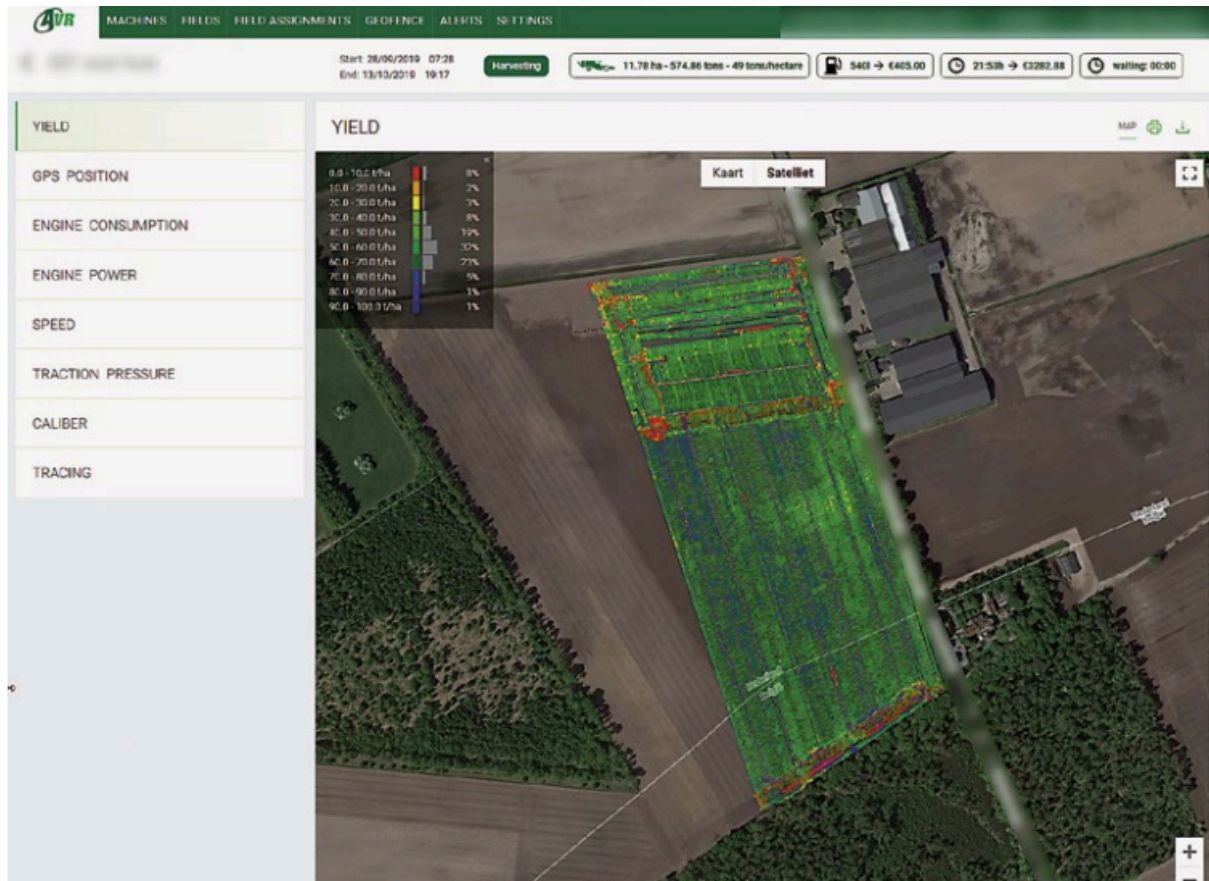


image: AVR Connect platform

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 CO₂ 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 [AVR](#)

AVR is a Belgian manufacturer offering a full range of potato cultivation machinery. The mission of AVR is clear: to manufacture, market and service machines for potato growers who wish to work more sustainably and efficiently. AVR markets innovative technology, such as AVR Connect, and products that make it possible to store more saleable potatoes with less effort in less time, using less fuel and with less soil compaction.

More information on [ILVO](#):

About ILVO & DjustConnect The Flanders Research Institute for Agriculture, Fisheries and Food (ILVO) is a leading research institute in Belgium. ILVO manages DjustConnect, a data sharing platform designed to foster innovation by making agricultural data accessible in the chain, in a secure, fair, and transparent manner.