

Press Release

Bezannes (France), 21st of May 2026

MyEasyFarm, Croptic and Hyler are joining forces to revolutionise the hemp sector with the SMART HEMPDATA project

MyEasyFarm, an agricultural data specialist, has announced the official launch of the SMART HEMPDATA project. The kick-off meeting took place on 12 March at the Grand E-Nov+ (Grand Est Développement) premises in Bezannes, marking the start of an ambitious two-year cross-border collaboration.



From left to right: Mathilde Van Caeckenbergh, POM West-Vlaanderen, François Thierart, MyEasyFarm, Ruben Van de Vijver, Croptic, Louise Leroy, Grand Est Développement, Anne-leen Denolf, POM Oost-Vlaanderen.

In the background: Romain Romagnan, MyEasyFarm, Benoît Camon, MyEasyFarm,, Koen Uyttenhove, Hyler.

Optimising crop yields and capturing carbon

SMART HEMPDATA is built on the synergy of three areas of expertise:

- **MyEasyFarm (France)** : A dMRV platform managing data aggregation, carbon calculations and the user interface.
- **Croptic (Flanders, Belgium)** : A specialist in AI and drone imagery for crop health diagnostics.
- **Hylar (Flanders, Belgium)** : Expert in harvesting machinery, providing telemetry and real-time sensor data.



From left to right: Benoît Camon, MyEasyFarm, François Thierart, MyEasyFarm, Koen Uyttenhove, Hylar, Ruben Van de Vijver, Croptic.

AI in the service of agronomy and decarbonisation

One of the key challenges in hemp cultivation is optimising the harvest date. The project will run for 24 months and aims to achieve full interoperability between the three partners' platforms, enabling the prediction of optimal harvest dates. Using drones and AI, the integrated solution will be able to identify areas of stress or disease, enabling a harvest optimised in terms of quality and yield, and finally calculate the reduction in CO₂ emissions associated with hemp cultivation, thanks to MyEasyFarm's expertise in calculating CO₂ emissions in agriculture with its MyEasyCarbon solution.

To meet this challenge, a phased recruitment of farmers is currently underway to collect data from the very first months of the project.

European funding

Co-funded by the European Union under the **Interreg France-Wallonia-Flanders** programme via the **Crossroads initiative**, the SMART HEMPDATA project will run for 24 months.

Interreg



Cofinancé par
l'Union Européenne
Medegefinancierd door
de Europese Unie

France - Wallonie - Vlaanderen



Crossroads

Carried out as part of the Interreg France-Wallonia-Flanders Crossroads France-Wallonia-Flanders project, in collaboration with POM West-Vlaanderen, POM Oost-Vlaanderen, VLAIO, Wallonie Entreprendre, Grand Est Développement and the Hauts-de-France Region, with the support of the Grand Est Region, Provincie Oost-Vlaanderen, the Hauts-de-France Region, VLAIO, Wallonia and Provincie West-Vlaanderen.



Co-financeurs :



Ethics and Transparency

True to its values, MyEasyFarm places data sovereignty at the heart of the project. **No data will be shared without the explicit consent** of partner farmers, ensuring complete trust between all stakeholders in the value chain. Rigorous monitoring will be ensured through half-yearly progress reports.

« SMART HEMPDATA is a perfect illustration of our 'Measure, Monitor, Transform' methodology. By connecting Hyler harvesting machines and Croptic's intelligence to our platform, we are creating a standard for traceability and performance in the hemp sector, a driving force behind the low-carbon transition,» says François THIERART, CEO of MyEasyFarm.

For more information on this partnership and MyEasyFarm's solutions, visit www.myeasyfarm.com.

About [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.

Follow us: [Linkedin](#) - [Twitter](#) - [Facebook](#) - [Instagram](#) - [Youtube](#)

About [Croptic](#) :

Croptic met les données recueillies par drone à la disposition des agriculteurs.

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About [Hyler](#):

Hyler is a leading player in the design and manufacture of innovative, hybrid and environmentally friendly agricultural machinery. Drawing on cutting-edge technical expertise, Hyler develops solutions specifically designed for the harvesting and processing of fibre crops — such as hemp, flax and miscanthus — thereby meeting the growing demands of sustainable and circular agriculture.

Hyler's machinery combines performance, reliability and low environmental impact, offering farmers and agricultural contractors tools suited to the challenges of today and tomorrow. Through a bespoke engineering approach, Hyler supports its customers from design through to field deployment, ensuring local technical support.



Committed to the agroecological transition, Hyler actively collaborates with research partners, universities and stakeholders in the bioeconomy sector to continue pushing the boundaries of agricultural innovation.

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