Press Release

Bezannes (France), 27th of October 2026

MyEasyFarm and AIDER expand the AgroDurabil regenerative-agriculture programme in Romania into a second year, backed by Société Générale Global Solution Centre Romania

MyEasyFarm, a leading regenerative AgTech startup and recently B Corp™ certified, is proud to announce the continuation of its **partnership** with **ASOCIATIA AIDER**, a Romanian farmers' association, to launch the second year of the **AgroDurabil regenerative-agriculture programme**, financially supported by **Société Générale Global Solution Centre Romania**. The programme helps grain and oilseed farmers in Romania adopt and measure regenerative practices.
Building on a successful first-year pilot across seven farms in Călărași and Ialomița, AIDER and MyEasyFarm are scaling AgroDurabil to ten farms for Year 2 and adopting a simplified, standardised diagnostic to make data collection easier for farmers while strengthening the RegenAg KPIs delivered to Société Générale Global Solution Centre.

SRAD: A Simplified RegenAg Diagnostic, Built for Scale

To remove the administrative burden that slowed data collection during Year 1, **MyEasyFarm is deploying its Simplified RegenAg Diagnostic (SRAD)**: a guided, form-based survey, translated into Romanian by local agronomists, that captures primary farm- and crop-level data — without field-boundary mapping or geospatial input. SRAD replaces generic industry emission factors with real farm data and feeds a reporting dashboard that produces a comparable RegenAg score.
The campaign is being rolled out across **10 farms** in Romania - up from seven farms in the pilot phase - covering grain, oilseed and forage crops. Each participating farmer receives an individual RegenAg report, while AIDER gains an aggregated dashboard covering five impact areas: soil, climate, biodiversity, water and livelihoods.

Turning Farm Data into RegenAg Impact

For AIDER and its farmer members, the programme delivers on several fronts at once: it gives farmers a simple, guided tool to measure their own progress, replaces generic emission factors with verifiable primary data computed on ISO 14067-compliant methodology, and lays the groundwork to extend RegenAg monitoring to food-value-chain partners such as processors, traders or retailers.

"We are proud to support our regenerative agriculture farmers in growing the awareness of their daily efforts. It is our mission to inform the whole society about the impact that regenerative agriculture practices hold on the whole food value chain, from farm to fork. This goal can be achieved through data access and technology" said Arnaud |Charmetant, President of AIDER Association.

"Our mission has always been to drive measurable improvements in soil health and carbon sequestration through reliable data," said François Thierart, CEO at MyEasyFarm. "Scaling AgroDurabil into a second year with AIDER shows that regenerative-agriculture monitoring can be simple enough for every farmer, while remaining rigorous enough for corporate and financial partners like Société Générale Global Solution Centre."

Building on a Proven Model

This second year builds on AgroDurabil's 2024–2025 pilot, which engaged seven farms across more than 1,460 hectares in Ialomița and Călărași, supported by weather stations from partner Cordulus and on-farm soil sampling. Farmers such as Agroprest Mailat moved to 100% no-till and introduced cover crops for the first time, cutting chemical fertiliser use and lowering their carbon footprint. The pilot also included two collective farmer events, alongside one-to-one farm visits and ongoing outreach on AIDER's social media channels. The first data-collection campaign of Year 2 was launched on the 8th of October 2026, carried out jointly by AIDER and MyEasyFarm.

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

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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 CO_2 emissions, soil health, and biodiversity, advancing regenerative agriculture for a more resilient future.

MyEasyFarm, B Corp™ certified since March 2026, 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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About *AgroDurabil*:

AgroDurabil is a regenerative-agriculture awareness and monitoring programme launched in 2024 in Romania's grain-growing regions of Călărași and Ialomița, initiated by ASOCIATIA AIDER with the financial support of Société Générale Global Solution Centre Romania. AIDER is a Romanian farmers' association dedicated to promoting conservative and regenerative agricultural practices, helping farmers access technical expertise they can apply quickly in the field to remain profitable while addressing climate and soil-health challenges. Through AgroDurabil, farm-level data is collected via MyEasyFarm's SRAD and MyEasySpheres platforms and used to report RegenAg KPIs across five impact areas — soil, climate, biodiversity, water and livelihoods.

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