

Press Release



Bezannes (France), 5th of October 2026

Schweizer Zucker AG choose MyEasyFarm to launch large-scale primary data collection for Scope 3 reporting

MyEasyFarm, a leading regenerative AgTech startup and recently B Corp™ certified, is proud to announce it has been chosen by **Schweizer Zucker AG**, Switzerland's sugar beet processor, to deploy large-scale primary data collection across its grower network. The project marks the first phase of a broader effort to **build Scope 3 reporting** for the sugar beet supply chain in southern Germany.

A Simplified Diagnostic, Built for Scale

To reach this goal without adding administrative burden to farmers or to Schweizer Zucker's teams, **MyEasyFarm is deploying its Simplified Carbon Diagnostic (SCD)**: a self-service, smartphone-friendly survey that each grower can complete independently in roughly 30 minutes. The SCD captures the essential crop-level data needed for a credible Scope 3 footprint — farm area, yield, tillage practices, irrigation, and mineral or organic fertilizer use — and replaces generic industry emission factors with real, farm-level primary data.

The campaign is being rolled out in its first wave with most of them in southern Germany — Each participating farmer receives an individual GHG report, while Schweizer Zucker gains an aggregated dashboard feeding directly into its Scope 3 reporting.

Turning Primary Data into a Sustainability Advantage

For Schweizer Zucker, the initiative delivers on several fronts at once: it gives farmers autonomy through a self-service tool, replaces generic emission factors with verifiable primary data, and lays the foundation for full Scope 3 reporting and SBTi alignment from 2027 onward.

"Transparency on greenhouse gas emissions is becoming increasingly important to our customers. With MyEasyFarm, we are creating a reliable foundation of primary data that enables us to better understand emissions in our supply chain, identify opportunities for improvement, and provide our customers with robust information", said Andrea Rota, Head of Sustainability at Schweizer Zucker AG.

"Our mission has always been to drive measurable improvements in soil health and carbon sequestration through reliable data," said François Thierart, CEO at MyEasyFarm. "Working with Schweizer Zucker on this data-first phase allows us to lay solid ground for the Scope 3 and SBTi work ahead."



Building on a Proven Model

This partnership extends MyEasyFarm's track record in the sugar beet sector, where it already supports Cristal Union — one of Europe's leading sugar and ethanol cooperatives — in calculating Scope 3 emissions across more than 9,000 farmers and 160,000 hectares of sugar beet using MyEasyCarbon. The Schweizer Zucker project applies this same MMRV (Measure, Monitor, Report, Verify) approach, adapted to a simplified, data-first format suited to the current phase of the partnership.

The first wave of the Simplified Carbon Diagnostic is expected to launch with farmers before the end of 2026, carried out jointly by Schweizer Zucker and 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, 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.

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

About Swiss Sugar Ltd:

Swiss Sugar Ltd is the only company in Switzerland that processes sugar beet. At its sites in Aarberg and Frauenfeld, the company produces Swiss sugar and derives a range of high-quality products from sugar beet for the food and agricultural sectors. Swiss Sugar Ltd employs around 250 people.

www.zucker.ch

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