

Digital Engagement with Farmers



Colombia “Sowing Cassava, Cultivating Progress”

Ingredion Colombia has been working for some time on our “Sowing Cassava, Cultivating Progress” program in support of cassava growers supplying our business. Currently, the program has benefitted over 280 growers in the northern region of Colombia, through the promotion of agricultural best practices that have led to more efficient operations and higher yields.

In 2020, our agricultural team in Colombia launched an app with some of our growers, allowing them to share information like pesticide usage and enabling our agronomist to better support the farmers without the need to visit the farm. The app also provides growers with useful information like real-time weather conditions and promoting sustainable agriculture through the sharing of best agricultural practices. Usage of the app was a successful pilot, and our team is looking to significantly expand the number of growers engaged through the app in 2021.

Thailand “Agribusiness Partners” App

To better support our cassava growers in Thailand, Ingredion has launched an app called “Agribusiness Partners.” With the overall goal of enabling sustainable growth of our cassava supply and increasing transparency with our growers, the app aims to help small holder farmers by increasing their access to information. The app’s many features include performance ratings, current price offerings, training, and farmer outreach programs. Growers can also get support in monitoring and mapping Cassava Mosaic Disease (CMD), which can devastate harvests. If growers run into problems with CMD or other challenges, they can use the app to request support from Ingredion agronomists. The app is also helping Ingredion meet our goal of 100% sustainable sourcing of cassava by 2025 by allowing growers to complete the SAI Platform Farm Sustainability Assessment (FSA) and identify areas for continual improvement.

Pakistan Digital Process Enhancements

Our agricultural team in Pakistan launched a new digital corn procurement system in 2020, aimed at improving efficiency with both our own processes as well as those of our growers. The digital system provides real-time market visibility, so growers and corn buyers can make the best decisions for their business. It also aims to improve reliability and integrity through a new barcode system that allows for quality assurance testing and recording.

The agricultural team has indicated that the new system is already helping to improve efficiency in the process, and we continue to look for opportunities to improve and expand these type of enhancements.