

Helping farmers through weather forecasting

Benchmark Labs
Global

Challenge

Farms typically have multiple microclimates; changes in elevation, proximity to water sources like lakes, the type of grass or the type of crops grown can all create different conditions. Traditional weather forecasting systems typically average over a wide area, so they aren't location-specific enough for farmers, causing many to over- and under-irrigate, leading to significant financial and operational losses.

Solution and partner

To help, Benchmark Labs – a Google for Startups Founders Fund recipient – provides AI-driven weather forecasting and insights, tailored to specific locations. They have used Google Cloud since their founding in 2019 to develop, test, and validate machine learning models.

Impact

Equipped with Benchmark's tools, customers are gaining more actionable alerts at a microclimate level across their farms, and have increased their crop yields by 50 to 100 percent.



“We’re helping smaller farmers get precision tools that could mean the difference between staying in business or not.”

Carlos Gaitan, CEO, Benchmark Labs

