



Paris, 7 December 2016

Precision agriculture 31 cooperatives increase their capital in Be Api

At a special general meeting on Wednesday 7 December, 31 cooperatives and their union InVivo signed a shareholder's agreement formalizing their capital increase in the Be Api company, now endowed with 5 million euros. This joint venture marks the determination of the associated cooperatives to establish a strong national structure which will position them regionally as leaders in precision agriculture and which will make the Be Api brand the benchmark for this method of production.

Precision agriculture is now one of the best ways to produce more and better. Its development will not, however, be achieved without sustained support for farmers through strong regional structures capable of implementing integrated, operational, reliable and cost-effective solutions. For all these reasons, through Be Api the cooperatives have given themselves the human, technical, IT, marketing and financial resources needed to make precision farming the method of production for 21st century.

Shared governance for participatory operation

To ensure a participatory method of operation, Be Api has a management committee chaired by Jérôme Calleau, Deputy President of InVivo, and several committees that will regularly bring together the cooperatives in order to determine the technical, marketing and commercial areas of work.

For Jérôme Calleau, President of Be Api, "the association of InVivo and 31 cooperatives in a participatory and innovative structure is a tremendous opportunity to share our experiences, pool our know-how and enhance our information systems and our data. With Be Api, we will be able to speed up the development of precision farming and in particular that of intra-plot variability for a large number of farmers."

For Guy Dubois, sustainable agriculture director of Cap Seine, a pioneering precision farming cooperative, "the creation of a company dedicated to the development of precision farming in which 31 cooperatives have partnered marks our desire to offer as many farmers as possible new prospects for agricultural, agronomic, economic and environmental progress."

For Thierry Darbin, precision agriculture manager for InVivo Agriculture, "by creating a structure that integrates the entire chain of production of precision farming services, from R & D to its implementation on the land, cooperatives and their national InVivo union intend proposing a high quality, comprehensive solution, managing a community of farmers constantly in search of progress and positioning the cooperatives as leaders in precision agriculture in France."

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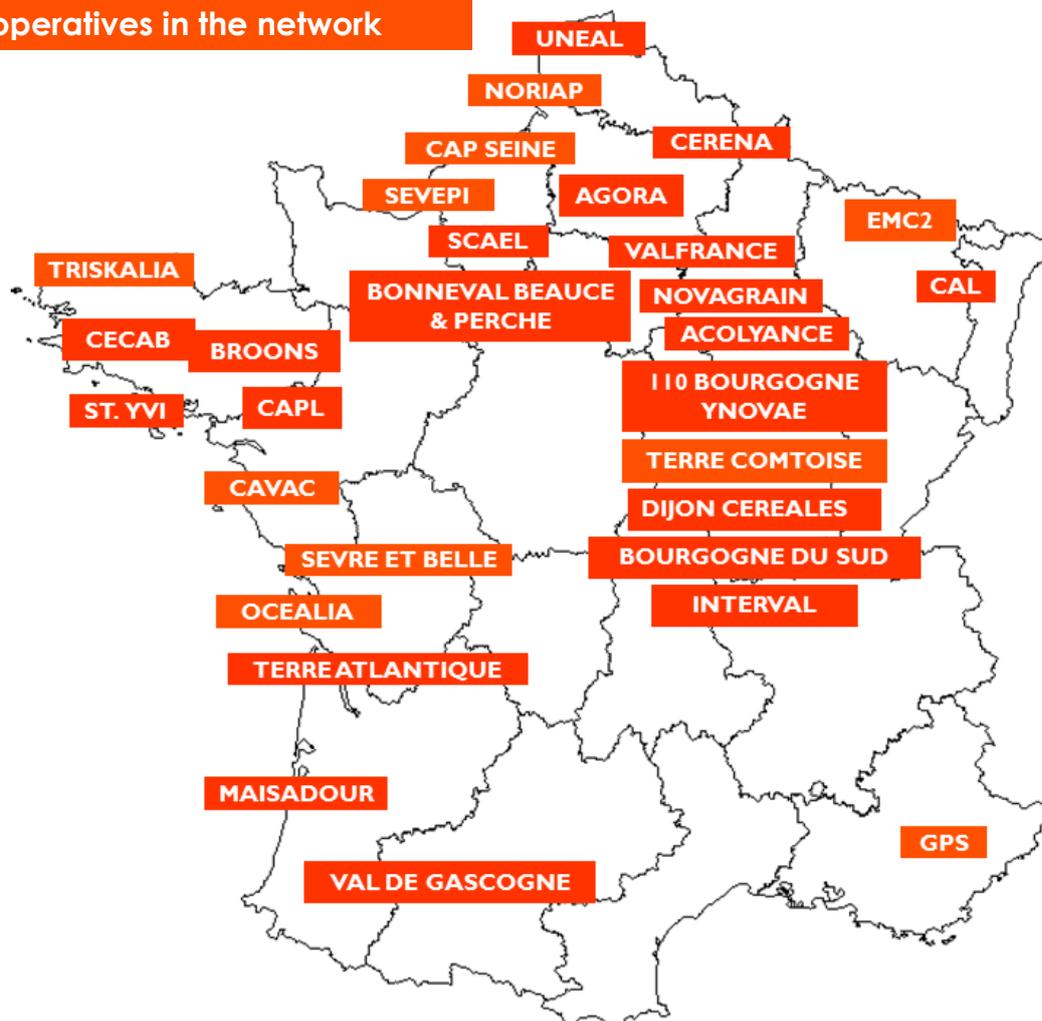
About be Api

From soil heterogeneity diagnosis to intra-plot variability and advice, be Api is a network of cooperatives that develops innovative, integrated and turnkey precision farming solutions.

With more than 10 years of expertise in zoning, mapping, consulting and intra-plot variability, Be Api provides the associated cooperatives with know-how, services and human, technical, IT and marketing resources necessary to make precision farming a mode of production accessible to the maximum number of farmers.

By providing local support facilitating the implementation of complex decision-making rules and technologies, Be Api and its network of cooperative partners are committed to making all those farmers who want to practice an ingenious and sustainable precision agriculture happy - irrespective of the size of their holdings.

31 cooperatives in the network



The 13 members of the Be Api management committee

Jérôme Calleau, vice president of InVivo, President of Be Api

Olivier Bacon, operations director Acolyance

Dominique Blanchard, Triskalia director of plant production

Pascal Bugel, operations director de Noriap

Cédric Burg, CEO SCAEL

Cédric Carpène, president of Val de Gascogne

Philippe Delusset, president of Océalia

Guy Dubois, director of sustainable agriculture Cap Seine

Thierry Dupont, president of Agora

Bertrand Hernu, president of Uneall

Frédéric Imbert, director of PIAE Artemis and scientific director of Dijon Céréales

Morgane Rolland, Cecab marketing director

Guillaume Rivet, director of Bonneval Beauce and Perche



The representatives of the 31 cooperatives and their union InVivo joined forces on Wednesday 7 December to create the company Be Api, specializing in precision agriculture.

