

Press release

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Eurofins Agro UK and Consumer Physics Launch an Advanced on-Farm Feed Analysis Solution in UK

Pocket size analyzer transforms forage analysis by enabling instant, on-farm results

WOLVERHAMPTON, United Kingdom and SAN FRANCISCO, California, January 30th, 2019 - Eurofins Agro UK expands its offering in ruminant feed testing by partnering with Consumer Physics to launch an advanced on-farm feed analysis solution, already in use by early adopters, such as Harpers Feeds in the UK.

The solution uses SCiOTM by Consumer Physics and calibrations developed by Eurofins. SCiO is a novel, hand-held, connected smart sensor that enables farmers and nutritionists to analyse dry matter of a variety of silage types, on-farm, in less than a minute.

The solution will be launched and demonstrated in the UK at Dairy Tech in Warwickshire on Wednesday 6th February.

SCiO enables farm managers, herd managers and nutritionists to troubleshoot variations, adjust rations based on real time data and ensure consistent dry matter across time. Farmers can test dry matter daily and adjust for rain or snow events as they happen with a method that is as accurate as the existing on-farm alternatives, and much simpler to use, delivering results in just a matter of seconds. The solution is cloud based which allows for regular app updates as part of the service, and will allow for new calibrations being developed by Eurofins, including additional forage types and attributes to be delivered seamlessly to the users.

“We are committed to bringing the latest analytical technologies to UK farmers to help them make better-informed decisions. Our partnership with Consumer Physics is testament to this,” said Isobel Daley, Managing Director of Eurofins Agro UK. “SCiO provides users with real-time insight into dry matter variation over time, and gives an indication of when further in-depth lab testing is necessary to fine-tune animal rations, optimise yield and realise crucial cost efficiencies. At a time when competitive pressures on farmers are increasing, this has never been more important.”

“We are very excited to launch this innovative solution together with Eurofins Agro UK, part of Eurofins Scientific, one of the world’s leading international group of laboratories,” said Dror Sharon, CEO and Co-Founder of Consumer Physics. “We are glad to see SCiO being adopted in more geographies and are happy to partner on additional use cases with a world class laboratory and analytical service company, such as Eurofins. Together, we put science and AI at the hands of farmers all over the world, with benefits accruing to the entire food and agriculture supply chain.”

“Harpers has implemented an innovative solution that helps us provide an extra level of responsiveness to our customers,” said Bruce Forshaw, Head Nutritionist at Harper’s Feeds. “Using SCiO our nutritionists are able to adjust rations during the farm visit based on real-time analytical results. Once a ration is set up, dry matter is the key factor determining the potential productivity on farm and SCiO helps us keep track of this dynamic factor in a simple, immediate and digital way.”

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Eurofins Agro UK supports farmers, consultants and other agri-businesses through the provision of analytical testing of a range of agricultural materials. Eurofins Agro UK is part of Eurofins Scientific, a global network of laboratories, with the highest level of accreditation, quality and resources.
www.eurofins.co.uk/agro

Consumer Physics' mission is to empower people and organizations with a better understanding of our physical world using SCiO – the world's only pocket-size NIR spectrometer (Near Infrared) that is cloud-connected and smartphone-operated. Companies that are transforming their business for the Fourth Industrial Revolution rely on SCiO's connected laboratory-grade analysis, affordable price, and ultra-portability for creating 10-1,000x more data, enabling more transparent supply-chains and AI-driven decision making.

Consumer Physics was founded in 2011 and it is backed by Khosla Ventures, OurCrowd, Spruce Capital Partners, and other leading investors. For more information, visit
<http://www.consumerphysics.com/business>.