



Changing the way food is produced
by digitalizing agriculture.

We empower farmers and agrifood companies with digital agriculture solutions to help them reach economically and environmentally sustainable food production.

**INNOVATIVE
AI AGRONOMIC
ADVISOR**

**DIGITAL SOLUTION FOR
FOOD PRODUCTION
TRACEABILITY**

**COMPREHENSIVE
FARM MANAGEMENT
PLATFORM**

www.agrivi.com

AGRIVI was born in 2013 with a vision to **solve the global food problem by changing the way food is produced and positively impact over a billion people.**

Our approach to solving the global food problem is through the **digitalization of agriculture**, and we are driving this transformation by focusing on **technology, innovation, and sustainability in improving the agrifood sector.**

Our mission is to empower farmers and agrifood companies with intelligent technology solutions, facilitating economically and environmentally sustainable and traceable food production.

AGRIVI is an independent AgTech company delivering digital agriculture solutions through entire agrifood value chain.

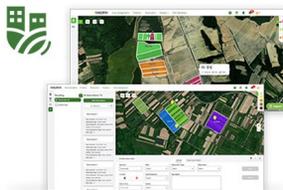
With a focus on innovation, sustainability and support for farmers, AGRIVI plays a key role in improving entire agrifood ecosystem

AGRIVI's digital agriculture solutions empower farmers and agrifood companies with the most comprehensive Farm Management Solution to digitalize their farm business, Traceability solution to improve food transparency and safety, and support farmers with trusted and reliable **advice and knowledge powered by AI advisory platform.**

AGRIVI Product Portfolio



AGRIVI AI Engage
Knowledge & Advice



AGRIVI 360 FMS
Farm Management



AGRIVI Food Traceability
Food Safety & Transparency

GOVERNMENT

FINANCING

INPUT

FARMS

FOOD & BEVERAGE

AG RETAIL

Laws, Regulations and Finance

Crop Production

Food Production and Distribution

Marketing and Selling



AGRIVI AI Solution

Being over a decade in AgTech industry, we are witnessing that technology plays a crucial role in driving resilience in food production, yet its **adoption remains limited mainly to professional farmers and enterprises**. The **majority of the other 500 million farms are still not digitalized**. Until now, technology in agriculture was not simple and intuitive enough to reach all farmers.

Recognizing this gap, we've leveraged **Generative AI to develop [AGRIVI Ed, an Agronomic AI advisor](#)** designed to democratize access to technology for smallholder and medium-sized farms, revolutionizing how farmers access knowledge and make decisions.

To expand our impact further, we've introduced AGRIVI Ed to the market as **AGRIVI Engage, a fully managed B2B whitelabeled platform** for agrifood companies and public sector, empowering them to deliver innovation and support farmers in embracing technology.

This collaborative approach ensures **broader reach and greater influence in an industry where loyalty to brands is paramount**, enabling us to accelerate the adoption of technology and drive positive change globally.

To survive in today's dynamic agriculture landscape, farmers need to overcome many challenges ahead of them, and **technology is a key ally** that can support them thrive and make our global food production more resilient.

AGRIVI Ed acts as an expert agronomic advisor **available 24/7**, supporting over 50 languages and accessible through messaging platforms like **WhatsApp and Viber** to make it intuitive and seamless for farmers to use, regardless of their technological knowledge.

It provides farmers with a seamless, personalized experience, simplifying complexity and empowering informed decision-making.



Global Impact

We are supporting **Fortune 500 companies and farmers in over 100 countries**, and with a **network of 20 partners**, we've already positively influenced thousands of farmers worldwide.

Our recognition among the **fastest-growing technology companies in Europe** by independent market researches and top position in Precision Farming segment at the FoodTech500 list for the last 5 years, highlights our commitment to make a positive impact.



CLIENTS IN
50+ countries



Neumann Kaffee Gruppe



Sustainable Governance



**UN FAO AWARD FOR
DIGITAL EXCELLENCE**



**AMBASSADOR
FOR AGTECH**



**12/17 UN SUSTAINABLE
DEVELOPMENT GOALS**



MATIJA ZULJ

CEO AND FOUNDER

Matija is an **impact entrepreneur** committed to solving the global food problem. He is recognized as **one of Europe's Top Tech Innovators (Sifted by Financial Times)** and a **thought leader** in the fields of agri-food technologies and sustainable food systems.

He is a founder and a CEO at AGRIVI, an AgTech company that delivers powerful digital agriculture solutions, with the vision to change the way food is produced and positively impact billions lives.

Matija serves as a **European Innovation Council Ambassador, OECD-FAO Advisory Group Member for Responsible Ag Supply Chains, UN Global Compact Board Member Croatia.**

He is a great advocate for sustainable food systems, the future of food, novel food business models, AgTech, FoodTech, digitalization of the agri-food industry, AI in agriculture, start-up eco-systems, entrepreneurship, and motivation through his thought leadership activities.

MEDIA ARTICLES



AgTechNavigator

AGRIVI



PLAY THE VIDEO



Changing the Way Food is Produced.
BY DIGITALIZING AGRICULTURE.

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MEDIA CONTACT