# CamoAg launches innovative Automated Valuation Model for farmland



CamoAg has recently announced the launch of its innovative Automated Valuation Model (AVM), specifically created to address the complexities associated with farmland valuation. This product is aimed at key players in the agricultural sector, including banks, insurance companies, and investors, and is designed to enhance the precision and adaptability of farmland assessments through advanced technology.

Utilising sophisticated machine learning algorithms, the AVM processes extensive agricultural data to deliver accurate valuations tailored to individual enterprise users. Corbett Kull, CEO of CamoAg, outlined the rationale behind the development of this model, stating, “We built this AVM with our clients’ needs at the forefront. By leveraging our machine learning strengths and unique access to agricultural data, we’re able to provide valuations that adapt to the complex factors influencing farmland value.”

The AVM stands out in its ability to allow enterprise clients to integrate their own proprietary datasets into the valuation process. This feature offers a degree of customization that is particularly beneficial in the diverse and nuanced landscape of farmland evaluations. Among the key functionalities is the “Show Your Work” feature, which ensures transparency by enabling users to review the comparable sales data that influence the valuations generated by the model. This aspect not only helps to build trust in the derived results but also enhances the user’s understanding of the various elements that contribute to farmland value.

Currently, the AVM is available in Midwest states, with CamoAg outlining plans for its expansion to additional geographic areas in the near future. The initiative reflects a broader commitment to providing a reliable tool that meets the varying needs of its diverse clientele.

In addition to the development of the AVM, CamoAg has been active in forming strategic partnerships within the industry. Recently, the company engaged in collaborations with several financial cooperatives, including AgCountry Farm Credit Services and Farm Credit Services of America (FCSAmerica). These partnerships aim to leverage CamoAg’s expertise to enhance property valuation and appraisal processes for agricultural stakeholders. Such collaborations are expected to provide deeper insights that can assist agribusiness clients in navigating the dynamic agricultural landscape while also contributing feedback for CamoAg's product development.

A noteworthy partnership was also formed with Aimpoint Research to create a module called "Farmer of the Future." This tool is set to provide agricultural professionals with advanced data-driven strategies and insights, accessible via a Salesforce CRM interface, indicating the growing affinity for data-intensive solutions within the industry.

CamoAg continues to underscore its commitment to innovation and robust data management in agriculture through various partnerships, including one with American AgCredit aimed at improving data integration for U.S. farmers and ranchers.

As these developments unfold, CamoAg appears poised to play a significant role in the transformation of farmland valuation processes, utilising cutting-edge technology to navigate the complexities of agricultural finance and property assessment.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.prnewswire.com/news-releases/camoag-unveils-enterprise-avm-for-farmland-valuation-marrying-machine-learning-expertise-with-unmatched-data-access-302346011.html> - Corroborates the launch of CamoAg's Automated Valuation Model (AVM) for farmland valuation, its use of machine learning, and its features such as the 'Show Your Work' function.
2. <https://www.prnewswire.com/news-releases/camoag-unveils-enterprise-avm-for-farmland-valuation-marrying-machine-learning-expertise-with-unmatched-data-access-302346011.html> - Supports the statement that the AVM is designed for banks, insurance companies, and investors, and its initial availability in Midwest states with plans for expansion.
3. <https://camo.ag/land-platform/> - Provides details on CamoAg's land management solutions, including the integration of various data types and the digitization of manual processes, which aligns with their broader commitment to agricultural intelligence.
4. <https://www.prnewswire.com/news-releases/camoag-unveils-enterprise-avm-for-farmland-valuation-marrying-machine-learning-expertise-with-unmatched-data-access-302346011.html> - Quotes Corbett Kull, CEO of CamoAg, on the development rationale and the benefits of integrating proprietary datasets into the valuation process.
5. <https://camo.ag/land-platform/> - Describes CamoAg's farmland mapping solution and its ability to turn data into visual insights, which is part of their overall approach to enhancing property valuation and appraisal processes.
6. <https://www.prnewswire.com/news-releases/camoag-unveils-enterprise-avm-for-farmland-valuation-marrying-machine-learning-expertise-with-unmatched-data-access-302346011.html> - Highlights the 'Show Your Work' feature and its role in ensuring transparency and trust in the valuations generated by the AVM.
7. <https://www.prnewswire.com/news-releases/camoag-unveils-enterprise-avm-for-farmland-valuation-marrying-machine-learning-expertise-with-unmatched-data-access-302346011.html> - Mentions the initial geographic availability of the AVM in Midwest states and future expansion plans.
8. <https://camo.ag/land-platform/> - Details CamoAg's comprehensive land management solutions, which include features like digital platbooks, electronic leases, and reporting, supporting their commitment to robust data management.
9. <https://www.prnewswire.com/news-releases/camoag-unveils-enterprise-avm-for-farmland-valuation-marrying-machine-learning-expertise-with-unmatched-data-access-302346011.html> - Indicates CamoAg's broader commitment to innovation and data management in agriculture through various partnerships and product developments.
10. <https://camo.ag/land-platform/> - Explains how CamoAg's solutions, including the AVM, contribute to the transformation of farmland valuation processes using cutting-edge technology.
11. <https://www.prnewswire.com/news-releases/camoag-unveils-enterprise-avm-for-farmland-valuation-marrying-machine-learning-expertise-with-unmatched-data-access-302346011.html> - Supports the overall narrative of CamoAg's role in transforming agricultural finance and property assessment through advanced technology and strategic partnerships.
12. <https://igrownews.com/camoag-latest-news/> - Please view link - unable to able to access data