# Fermata secures $10 million in Series A funding for AI-driven crop management platform



Fermata, an emerging player in agricultural technology, has secured $10 million in Series A funding led by Raw Ventures. This investment marks a significant step toward the company's goal of creating a centralized digital platform designed for autonomous crop management. The funding is expected to enhance Fermata's capabilities in AI-driven crop health monitoring, with a focus on improving yield prediction and disease prevention methods.

Valeria Kogan, CEO of Fermata, articulated the company’s vision for the future of agriculture, stating, “The agricultural sector is ready for transformation through AI and data science. This funding allows us to expand our vision of smarter, more efficient farming.” The aim is to revolutionise the way farmers monitor and manage their crops by developing a comprehensive digital brain for horticulture.

The Serials A funding will initially support the enhancement of Fermata’s AI platform, which has so far focused on identifying pests and diseases affecting crops. Future developments will see this platform evolve into a command centre that oversees various aspects of crop health, including monitoring fertilisation, pollination, and yield forecasting. The company's flagship product, the Croptimus suite, will integrate various third-party data sources and in-field visual inputs to enable better predictions and practices in farm management. Kogan further highlighted that “Fermata’s tools offer a 30% reduction in crop losses and enable more precise pest management,” indicating the platform's potential to significantly impact agricultural productivity.

Fermata is not alone in its mission, as it collaborates with notable institutions and companies, including Microsoft, Wageningen University, and Bayer Crop Sciences. These partnerships aim to leverage innovation in agriculture, making data usage simpler for growers and providing them with actionable insights driven by AI and machine learning technologies.

Victoria Palatnik, Managing Partner at Raw Ventures, expressed optimism about Fermata's trajectory, stating, “Fermata’s progress exemplifies the potential of AgTech to transform the industry. We are excited to support their journey toward scaling innovation in agriculture.” The financial backing is set to accelerate Fermata’s efforts in delivering real-time, AI-driven insights into crop health and yield, positioning the company as a frontrunner in the move towards sustainable data-driven agricultural practices.

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

## Bibliography

1. <https://www.edibleplanetventures.com/post/fermata-raises-10-million-in-series-a-funding-to-expand-ai-driven-solutions-for-agriculture> - Corroborates Fermata raising $10 million in Series A funding led by Raw Ventures and the company's focus on AI-driven crop health monitoring.
2. <https://www.hortidaily.com/article/9693087/fermata-closes-10m-series-a-funding-to-build-the-brain-of-ag/> - Supports the investment and Fermata's goal of creating a centralized digital brain for horticulture, including autonomous crop management and AI-driven solutions.
3. <https://www.verticalfarmdaily.com/article/9693088/fermata-closes-10m-series-a-funding-to-build-the-brain-of-ag/> - Details the use of funding to expand Fermata's system into a command center for crop health, including monitoring fertilization, pollination, and yield forecasting.
4. <https://www.finsmes.com/2025/01/fermata-closes-10m-series-a-funding.html> - Confirms the Series A funding and Fermata's strategic vision of developing a centralized digital brain for the horticulture industry.
5. <https://www.edibleplanetventures.com/post/fermata-raises-10-million-in-series-a-funding-to-expand-ai-driven-solutions-for-agriculture> - Quotes Valeria Kogan on the company’s vision for the future of agriculture and the impact of AI and data science.
6. <https://www.hortidaily.com/article/9693087/fermata-closes-10m-series-a-funding-to-build-the-brain-of-ag/> - Explains the enhancement of Fermata’s AI platform, initially focusing on identifying pests and diseases, and its future evolution.
7. <https://www.verticalfarmdaily.com/article/9693088/fermata-closes-10m-series-a-funding-to-build-the-brain-of-ag/> - Highlights the Croptimus suite's integration of third-party data sources and in-field visual inputs for better farm management predictions and practices.
8. <https://www.edibleplanetventures.com/post/fermata-raises-10-million-in-series-a-funding-to-expand-ai-driven-solutions-for-agriculture> - Mentions the 30% reduction in crop losses and more precise pest management achieved through Fermata’s tools.
9. <https://www.finsmes.com/2025/01/fermata-closes-10m-series-a-funding.html> - Lists Fermata's collaborations with notable institutions and companies such as Microsoft, Wageningen University, and Bayer Crop Sciences.
10. <https://www.hortidaily.com/article/9693087/fermata-closes-10m-series-a-funding-to-build-the-brain-of-ag/> - Quotes Victoria Palatnik on Raw Ventures' optimism about Fermata's trajectory and the potential of AgTech to transform the industry.
11. <https://www.verticalfarmdaily.com/article/9693088/fermata-closes-10m-series-a-funding-to-build-the-brain-of-ag/> - Details the financial backing's role in accelerating Fermata’s efforts in delivering real-time, AI-driven insights into crop health and yield.
12. <https://igrownews.com/fermata-secures-10m-series-a-funding/> - Please view link - unable to able to access data