

Food Fight - S1E7B - Spotlight Grainsense.mp3

Lukxmi Balathasan [00:00:06] Welcome to this bonus episode of The Food Fight podcast from EIT Food.

Matt Eastland [00:00:11] In these episodes, we want to shine a light on new projects and agrifood start-ups and hear about their efforts to fight for a better food future. This week, we're handing over to Edvard Krogus to tell us about his start-Up Grainsense. Grainsense have developed the world's first handheld device for grain protein measurement. And we're really interested to find out more.

Edvard Krogus [00:00:39] So hello, welcome to Grainsense. My name is Edvard, I'm the CEO and co-founder of the company. So Grainsense has invented, developed and introduced world first truly handheld device for measuring the quality of grain to be put in the hands of individual farmers, for them to be in control of their operations and to make a better profit.

[00:01:05] Today, the situation is that the individual farmers globally are pretty depressed. The farmers are the ones who are cultivating our land. They are raising the cattle and then they are growing the seeds. So they are very important indeed. And with this innovation, we are able to make their operations transferable and their living better. And this will certainly affect not only the individual farmer, but the whole value chain. There's a lot of innovation that will change operations and the world for the better.

[00:01:42] The main problem is that the amount of food will not increase the yield of food, output of food will not increase substantially. But we can increase the quality of food, which will be one of the recipes of saving this planet. We will globally need to come up with a solution where we can feed all the people on the planet. Therefore, a lot of new technology is very much needed. Otherwise, we will see a catastrophe.

[00:02:12] For the farmers should be long term in the business, which they mostly are, and as well make profit on it, they need to have working methods which are sustainable and ethical, and we are certainly improving their operations in this respect. Grain quality is really a key matter to unload the challenge in the whole food value chain protein, for example, being one very central component as a quality component. Certainly the demand for higher protein based food is very central and critical indeed.

[00:03:02] So next for Grainsense is that we are rolling out our technology globally and we will be a leader in this space.

[00:03:11] EIT Food is a fantastic platform. We are joining the events as an active partner as well. Multiple workshops and we have some very interesting projects going on with the other members.

[00:03:27] I certainly think we are able to feed the global population, but not without pretty big technological innovations and a lot of will by decision makers because we still have a huge challenge there. It is certainly possible, but big innovations need to be in place there. And Grainsense is certainly one in the lead to help in this challenge.

[00:03:56] The hopes for the future of food is that it is clean, it's affordable, it's of a high quality and it's good tasting. One important message to the whole world would be that eat

good food to eat high quality food and be ready to pay for it. That's the only way we can save this world.

Lukxmi Balathasan [00:04:30] Thanks for listening to this bonus episode of The Food Fight podcast.

Matt Eastland [00:04:35] To find out more and to learn how you can get involved in the fight for better food future, head over to eitfood.eu/podcast.