

U.S. association Western Growers has launched a new interactive directory that acts as a marketplace for agricultural technology (agtech) startups.

This [directory](#) allows users to identify, research, and connect with start-up companies who are developing new agricultural technologies and strategies. According to Western Growers, the listed start-ups specialize in everything from automation and traceability to data management and aerial imagery.

With the directory, users can find details about each startup including team size, years in business, and product/service descriptions. It also gives users access to metrics such as acres deployed, community ratings, funding raised, and business reviews.

What's more, thanks to the advanced search function, the association says the directory can help users quickly find desired startups. For those looking to browse, a number of filter categories range from a startup's location and the commodities it handles to issues it addresses and the solutions it offers. Specifically, these potential issues and solutions might involve automation, pest management, or labor availability.

The directory won't just serve farmers, however - Western Growers adds that it will also allow agtech start-up companies to connect directly with growers and potential clients, as well as provide venture capitalists with data about a startup's progress prior to investing.

In addition, the directory is open to the public, although only Western Growers and Western Growers Center for Innovation & Technology (Center) members will be able to post comments and reviews.

Speaking on the importance of this platform, Western Grower's senior vice president Hank Giclas says: "As the agtech industry grows and the number of startups continue to increase, farm operators do not necessarily have the time to vet each startup to determine if a partnership is viable.

"The vision of Western Growers AgTech Innovation Directory is to streamline that process, saving farmers time and money by allowing them to easily search for the startup and technology that meets their most immediate needs."

The directory's creation was part of the Center's efforts to promote the development and adoption of agricultural technologies, says the group, noting: "Today, the Center houses 50 startups that are inventing solutions to allow farmers to continue feeding the nation and world."