

Trade Media Release

8 November 2021

Viticulture innovator, Terraview introduces yield estimation trial

Since its commercial launch in Feb 2020, Terraview has served 150+ wineries including E & J Gallo, Jackson Family, La Rioja Alta, Vallformosa in regions such as Bordeaux, Bourgogne, California, New York, Rioja, Ribera del Duero, La Mancha and Penedès. The platform, which combines viticulture knowledge with machine learning and artificial intelligence to assist viticulturists and owners with decision-making, is now live in Australia and New Zealand and already working with 30 producers across 3000 hectares.

The wine industry is the world's largest crop employer, with over 150 million people currently working on commercial to family-owned vineyards. Over the past decade, the industry has faced a unique set of evolving challenges, primarily driven by the current rate of rising temperatures variations in yield estimation, smoke taints, and disease outbreaks are factors that have led to a 30-40% business variability, and accurate real-time data for decision making is the single biggest priority. It also has had an impact on insurance and credit needs and distribution methods.

Prateek Srivastava, CEO and co-founder of Terraview, comments, "Terraview's mission is to increase the size of the wine industry to \$1 trillion. Growth will only happen when we enable accurate decision-making in real-time. The industry needs a secure, robust, and scalable operating system to help businesses manage evolving complexities in a capital-efficient manner. The wine industry has defined culture, taste, and tradition for centuries, and we are committed to innovating and inventing to protect and help the industry prosper."

Terraview is currently offering a free yield estimation trial worth USD5,000 to wineries. To sign up, visit www.terraview.co or write to Mayank Mujumdar, Regional Manager (AUS & NZ) on mayank@terraview.co

ABOUT TERRAVIEW Terraview is a comprehensive OS for vineyards. It operates out of Spain, the United States, France, Switzerland, and Australia. Since 2019, our global team of viticulturists, designers, and engineers have been inventing a simple, scalable, and continuously relevant industry platform. We empower the wine industry with innovative yet easy-to-use tools to drive quantum growth for a greener future. For more info, visit terraview.co or [@terraviewos](https://twitter.com/terraviewos)