

“ At Mineral, we’re working to **enable a global sustainable food system** by solving some of agriculture’s greatest challenges at scale. There’s no time to waste to help the food production system adapt to a changing climate, to find more resilient crop varieties, improve soil health and restore biodiversity. ”

– Elliott Grant, CEO

Reimagining sustainable food production

Mineral is working to make the world’s food system more productive and more sustainable. Mineral harnesses the power of artificial intelligence (AI), machine learning (ML) and perception technology, to unlock more sustainable ways to feed humankind while protecting the planet. Many of the agriculture and food industry’s most influential companies and research institutes already use Mineral technology to more deeply understand plant physiology, discover more resilient crops, increase production, and improve the bottom line for agribusinesses and farmers alike.

Technology designed for complexity

Mineral’s platform offers the agriculture industry hardware, software, advanced perception technology and data science tools to make agriculture more productive, predictable and sustainable. Mineral has developed ag-specific tools that help gather, organize and understand information about the plant world – and make it useful and actionable. Mineral analyzes large, multimodal, unstructured sets of the world’s agricultural data, sourced from satellite images, farm equipment, public databases and Mineral’s own proprietary data streams. Partners can combine this with their private data to derive insights into yield, genomic understanding and agronomic discovery. Over time this platform will drive a deeper understanding of the complex interactions of plant genes, the environment, and farm management practices. To date the Mineral team has analyzed over 10% of the total farmland on Earth, modeled more than 200 plant traits, phenotyped 17 crop varieties and developed more than 80 high performance ML models. This work is helping farmers, researchers and breeders across five continents predict crop yields, increase production, target pests and weeds, reduce waste, minimize chemical and water use and reduce the impact of agriculture on the planet.

Agriculture in the ML era

Cropland covers 4.6 billion acres of Earth. It consumes 70% of the world’s fresh water, and employs over 500 million people. To continue to feed the growing global population, the world’s farmers must increase productivity by 70% by 2050. Recent breakthroughs in generative AI, machine learning and edge computing will leverage the massive increase in data density agriculture is experiencing to create new understandings of the plant world and overcome the challenges facing ag today. Mineral is helping the agriculture industry meet these challenges, delivering a more granular understanding of how and where crops thrive, making agriculture more sustainable and ushering in a new era of ML-enabled farming.

Headquarters

Mountain View, CA

History

2017

Founded as a project inside X, Alphabet’s Moonshot Factory

2023

Became an independent company under Alphabet

Leadership

Elliott Grant

Chief Executive Officer

Erica Bliss

Chief Commercial Officer

Kristen Hunter

Chief Financial Officer

Ashley Hu

General Counsel

Rhishi Pethe

Product Lead

David Clifford

Data Science Lead

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