



Einbeck, January 28, 2021

## myKWS online platform: digital services now also available as an app

**For some time, farmers have been able to access KWS's digital services via the myKWS online platform. Now the services are also available as myKWS app for Android and iOS. The new app can be downloaded free of charge in the stores.**

The most important tools from the familiar desktop version will gradually be added to the myKWS app, thus ensuring that the content from myKWS can now be accessed from anywhere at any time on smartphones. This will make it even easier and more comfortable to use KWS services.

The app already provides access to Agrarwetter data as well as satellite images, vitality and humidity maps. This ensures farmers can keep an eye on the entire vegetation period and always receive up-to-date information about the vitality of their stock. Another advantage of the app is that users are able to directly contact their personal KWS consultants. The smartphone camera also simplifies processes, as it allows direct forwarding or allocation of pictures of stocks or delivery receipts. Just in time for the start of each sowing season this year, the Added Value Service will be available on the app for corn, rapeseed and sugarbeet crops. Volatile weather conditions, animal pests or errors in stock management can lead to upheaval. The aim of the Added Value Service is to provide farmers with additional security and planning reliability in cultivation in difficult situations. In the event of drastic upheaval, they will receive support from KWS in the form of 50 percent discount on the seed price for newly sowing sugarbeet or 50 percent of the seed rate for newly sowing rapeseed and corn. All fields created in the Added Value Service can also be enabled for other free digital services offered by KWS.

The myKWS service offering can be used by farmers with operations of any size and any type of farming irrespective of the cultivated type or variety of crops. Existing registrations in Cultivent will be seamlessly continued in myKWS via the known accounts. New registrations are possible at any time at [www.kws.de/mykws](http://www.kws.de/mykws), the app is available for download free of charge at [www.kws.de/mykwsapp](http://www.kws.de/mykwsapp).

### **About KWS\***

KWS is one of the world's leading plant breeding companies. In the fiscal year 2019/2020, more than 5,700 employees in 70 countries generated net sales of EUR 1.3 billion. A company with a tradition of family ownership, KWS has operated independently for more than 160 years. It focuses on plant breeding and the production and sale of seed for corn, sugarbeet, cereals, rapeseed, sunflowers and vegetables. KWS uses leading-edge plant breeding methods to increase farmers' yields and to improve resistance to diseases, pests and abiotic stress. To that end, the company invested more than EUR 200 million last fiscal year in research and development.

\*All indications excluding the results from the companies accounted for using the equity method AGRELIANT GENETICS LLC, AGRELIANT GENETICS INC. and KENFENG – KWS SEEDS CO., LTD.

For more information: [www.kws.com](http://www.kws.com). Follow us on Twitter® at [https://twitter.com/KWS\\_Group](https://twitter.com/KWS_Group).

### **Contact:**

Mark Bieri  
Team Lead Digital Farming Solutions  
Global Marketing and Communication  
Tel. +49 (0)5561-311-1660  
Mobil +49 (0)1511-8855994  
[mark.bieri@kws.com](mailto:mark.bieri@kws.com)

### **Press contact:**

Britta Weiland  
Corporate Communications  
Tel. +49-(0)5561-311-1748  
Mobil +49-(0)151-18855950  
[britta.weiland@kws.com](mailto:britta.weiland@kws.com)

KWS SAAT SE & Co. KGaA  
[www.kws.de](http://www.kws.de)