AI Output: Up to 95% reduction in pesticide use

Next Actions

EXPORT APPLICATION MAP

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Application Map

Treated Area	Total Area
0.49 ha	9.5 ha

Weed Detection

Treated
Not-treated
Other Vegetation (indifferent)

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Strategic investment in artificial intelligence

2026-02-05 09:00 CET

CLAAS' CVC Unit Seed Green Innovations Invests in AI Agronomy Startup Pheno-Inspect

CLAAS, through its Corporate Venture Capital unit Seed Green Innovations, has made a strategic investment in Pheno-Inspect, a German AgTech startup specializing in AI-driven, image-based agronomic field analysis. The pioneering technology enables a significant acceleration of data-driven processes in agriculture.

Pheno-Inspect, a spin-off from the University of Bonn's excellence cluster

PhenoRob, has developed a cloud-based platform that transforms high-resolution drone imagery into actionable agronomic insights. The solution enables farmers, agribusinesses and research organizations to analyze crop development, stress factors and treatment effects quickly, objectively, and at scale – without specialized hardware or external service providers. *"Pheno-Inspect represents exactly the kind of innovation we are looking for:practical, scalable technology with clear value for farmers and agricultural partners. Our investment is designed as a long-term partnership focused on jointly shaping the future of digital agriculture,"* emphasizes Martin von Hoyningen-Huene, CTO of the CLAAS Group.

Accelerating data-driven processes in farming
The investment reflects a shared vision of accelerating data-driven, sustainable agriculture. By combining Pheno-Inspect's advanced AI and software capabilities with CLAAS' deep expertise in agricultural machinery and farming workflows, both partners aim to unlock new levels of precision, efficiency, and usability in digital agronomy.

Christian Poschmann, Senior Vice President Global Engineering Technology at CLAAS, adds: *"Digitizing agriculture boosts efficiency, sustainability, and competitiveness. Pheno-Inspect's AI platform meets this need with high-resolution field analyses, which enhance current digital methods. For CLAAS, the investment in Pheno-Inspect is a targeted move to access and support innovative digital agronomy technologies early."*

Dr. Philipp Lottes, Co-Managing Director and CTO at Pheno-Inspect highlights: *"Closing our first financing round marks an important milestone in Pheno-Inspect's development. We are excited about the potential of our partnership with CLAAS and will use the new capital to further expand our interdisciplinary team and consistently advance our AI technology. With our FarmAnalyzer™ platform, we are making single-plant-level field analytics available across the entire growing season—practical, cost-effective, and directly usable for farmers, without the need for specialized hardware."*

Dr. Josef Exler, Co-Managing Director and Chief Growth Officer at Pheno-Inspect adds:

"Our ambition is to deliver measurable value to farmers and custom applicators across Europe – particularly through reductions in crop protection and fertilizer inputs, as well as by digitizing the traditional field scouting process. From this
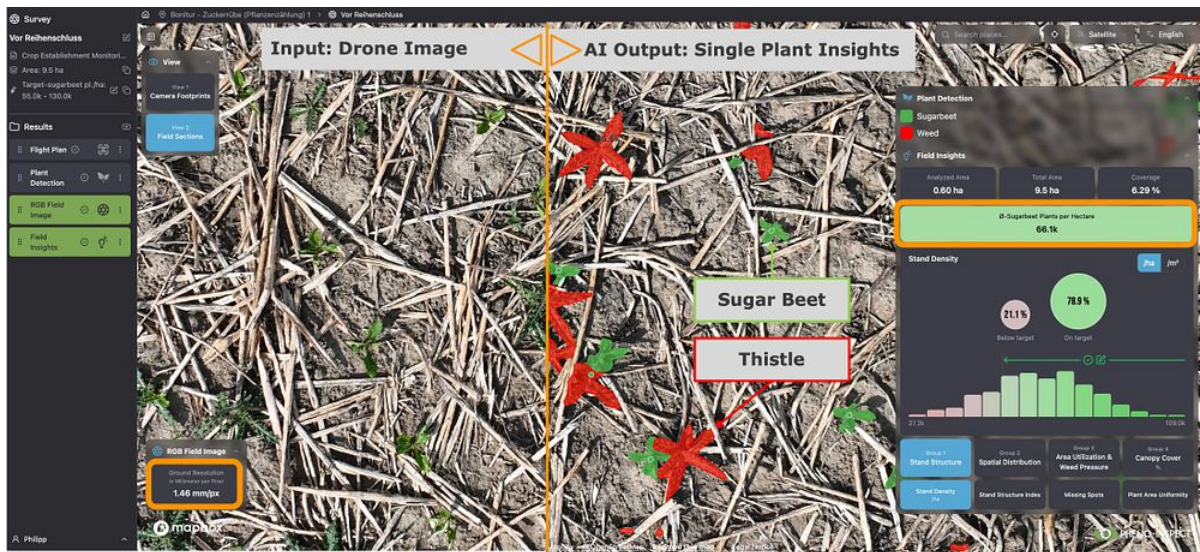
perspective, the participation of a leading agricultural machinery company such as CLAAS sends a strong signal for the growing relevance of digital agronomy and AI-based decision support in the future of farming".
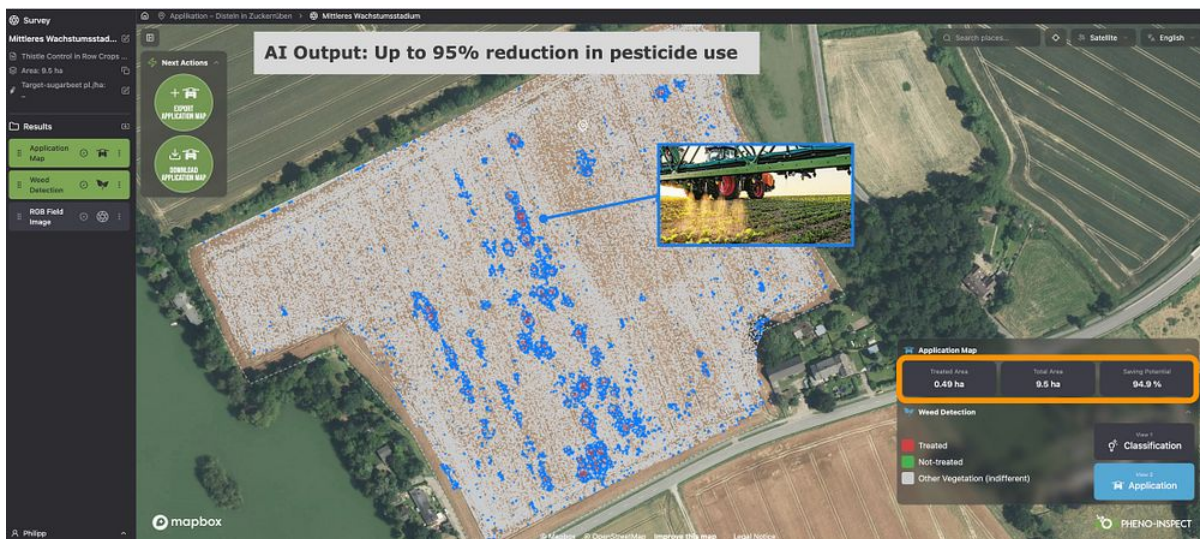

Partnership for digital agriculture: Pheno-Inspect founders Dr. Philipp Lottes (left) and Dr. Josef Exler (right) combine drone-based AI analytics with practical farming needs. The strategic investment by CLAAS accelerates their mission to automate field analysis.

Automated data acquisition: A standard camera drone captures high-resolution imagery of crop rows. Pheno-Inspect's AI processes this data to digitize field scouting, eliminating the need for specialized sensor hardware while delivering precise agronomic insights.

From raw imagery to single-plant insights: The Pheno-Inspect FarmAnalyzer™ platform transforms high-resolution drone images into precise agronomic data, automatically distinguishing between crops and weeds to determine stand density.

Resource efficiency through AI: Pheno-Inspect generates precise application maps for targeted spot spraying, enabling potential pesticide reductions of up to 95% and significantly lowering input costs.

About CLAAS
Founded in 1913, the family-owned company CLAAS is one of the world's leading manufacturers of agricultural machinery. Headquartered in Harsewinkel, Germany,

the company is the world market leader in forage harvesters. CLAAS is also the European market leader in another core segment, combine harvesters. CLAAS is successfully represented worldwide with tractors, agricultural balers and grassland harvesting machinery. The product range also includes state-of-the-art agricultural information technology. CLAAS employs more than 11,500 people worldwide and achieved a turnover of 4.9 billion euros in the 2025 financial year.

About Pheno-Inspect
Pheno-Inspect GmbH is a German agri-AI company headquartered in Mülheim an der Ruhr, with offices in Düsseldorf. Founded in 2020 at the University of Bonn within the PhenoRob Cluster of Excellence—Germany's leading research center for agricultural robotics and AI—the company develops AI-powered software solutions for the automated analysis of high-resolution drone imagery in agriculture. Its mission is to make digital field analytics economically scalable and to enable data-driven, resource-efficient decision-making in crop production.

Kontaktpersoner

Michael Husfeldt
Adm. direktør
mihu@da-machinery.dk
+45 40 51 48 26