

A new era in progressive agriculture

For more than two decades, we've built **GLOBALG.A.P.** and the **GGN label** into trusted brands across the agricultural value chain. With Agraya GmbH as our new corporate umbrella, we're bringing fresh thinking, modern science, and technological innovation to help make scalable, inclusive farming a reality.

Through **Agraya**, we aim to unite technical expertise, cross-sector collaboration, and a shared commitment to developing practical, trusted, and forward-thinking solutions. By connecting stakeholders across global agricultural value chains, we support more resilient, inclusive, and future-ready farming systems.



What fuels us

Purpose

To shape a sustainable future where agriculture strengthens communities and protects ecosystems with lasting impact.

Mission

To empower agriculture value chains with actionable insights that support decision-making and efficiency.

Vision

To establish Agraya as the future-oriented network that connects people, data, and systems across global agriculture.

Stronger farms mean stronger communities, markets, and ecosystems.



At Agraya, our goal is to redefine global agriculture as a force for equitable prosperity, ecological resilience, and human dignity – **where farmers of every scale thrive as empowered partners in shaping a sustainable future.** To do this, we work in alignment with five strategic focus areas that guide everything we do and shape how we collaborate with partners and stakeholders:

1

Scaling regenerative and climate-smart practices

2

Advancing farmer empowerment and agency

3

Promoting inclusive technology and innovation

4

Enabling collaborative governance and systemic change

5

Driving equitable value chains