

Thryve Innovation CoLab



Today, smallholder farmers feed half of the world's population. Yet their existence is threatened by climate change, lack of access to funds, regulatory demands, and limited access and use of data and technology. Still, farmers are tasked with providing enough food for the world's rapidly growing population.

How do we grow more food more responsibly, bring prosperity to smallholder farmers in Africa and Asia Pacific, and ensure our ideas and investment reach the people who need it most?

Through innovation, acceleration and a collaborative ecosystem, Thryve enables co-development, scale and commercialization of solutions to strategic and specific problems in Africa and Asia Pacific.

Together we want to generate impact and value for farmers' challenges and grow opportunities for public and private sector alike, while tackling our planet's climate crisis.

Activate knowledge



We must transform our food system in light of food insecurity and its adverse impact on our climate, but we cannot do this alone.

Co-innovating with like-minded individuals and organizations, Thryve targets to inspire a shared vision across both private and public partners and share in delivering a positive impact on our planet and communities.

Multiply your impact



Thryve aims to shorten the path to impact. By helping to fund, nurture, and launch innovative ideas, we will be able to multiply your impact through economies and the food system, locally and globally.

Focusing on **Climate Neutrality**, **Regenerative Agriculture**, and **Prosperity** for farming communities, Thryve aims to support efforts towards achieving the following UN's Sustainable Development Goals.

Grow a thriving food future



From digitalizing agriculture, to looking under our feet to tackle soil health, Thryve sets its sight beyond – we support nourishing nations, sustaining livelihoods, and securing long-term prosperity. This is critical to building a thriving food future.

Collaborating across industries and sectors, we want to transform meaningful ideas into real impact that supports thriving people, thriving farms, thriving business, and a thriving planet.



Activated by Yara's global reach and more than a century of agronomic expertise, Thryve can leverage close relationships with smallholder farmers, and the ability to activate on the ground throughout Africa and Asia Pacific.

Strategically located in Singapore, Thryve has access to best-in-class capabilities and digital know-how that are critical to transforming the food system, together.

Join us on this journey to empower farmers to sustainably feed the world!



For more information on Thryve at Yara Africa & Asia or collaboration opportunities, please contact Esther Van de Voort at esther.vandervoort@yara.com

Knowledge grows