

BLUEWHITE

IMPACT REPORT 2024



FEBRUARY 2025

LETTER FROM THE CEO

2024 was a year of focus, discipline, and resilience. At Bluewhite, we doubled down on our path to scale, strengthening our foundations and standing by our growers, partners, and communities.

With turbulent markets and geopolitical conflicts, we streamlined operations, made hard decisions about our structure, and asked more of our people than ever before. Yet in doing so, we emerged stronger, leaner, and more aligned.



BEN ALFI

CEO Bluewhite

We also celebrated important milestones: launching new training programs, earning global recognition as one of the most promising companies in agriculture, and forging a strategic collaboration with CNH that will bring autonomy to growers at scale. Perhaps most importantly, we recorded zero safety incidents across our grower operations, a testament to our culture of responsibility and care.

2024 was about building with discipline. In 2025, we begin with the public reveal of GEN 4, scalable autonomous farming. I am deeply proud of the people of Bluewhite and grateful to our growers and partners for sharing this journey with us. The best is yet to come.



OUR MISSION IN ACTION

Our mission is clear: to empower growers with safe, sustainable, and scalable autonomy. In 2024, this mission came to life across every corner of the company:

- 🌀 Bluewhite Academy launched, providing structured training for growers and dealers.
- 🌀 Strategic partnership with CNH established a path to global scale.
- 🌀 Collaboration with TELUS to advance next-generation connectivity and data solutions supporting scalable autonomy.
- 🌀 GEN 4 development advanced through relentless R&D and field-driven insights.
- 🌀 Participation at the Celebration of Modern Ag on the National Mall in Washington, where Bluewhite showcased the future of resilient farming to industry leaders, policymakers, and the public.
- 🌀 Community support extended to families and colleagues during times of need.

2024 IN NUMBERS



5

Global recognitions, including Globe's Top 10 Most Promising Startups, THRIVE 2024, and WAE's Top 10 Award for BlueSpray innovation.

4

Growers trained on independent, autonomous operation.

4

Dealer employees trained on Pathfinder installation.

1

Major strategic partnership with CNH was announced and showcased at Farm Progress.

1

Bluewhite Academy launched with training programs for growers and dealers.

0

Safety incidents in grower operations.

BUILDING MOMENTUM

In 2024, our systems logged thousands of autonomous miles with over 90% uptime, laying the groundwork for scalable autonomy in 2025.

GROWER OUTCOMES

2024 was about preparing growers for the next stage of autonomy. While GEN 4 was still in testing, every one of our growers was introduced to the system and engaged in shaping its development.

Growers consistently praised the simplicity, precision, and safety of GEN 3. They valued the ability to switch seamlessly between manual and autonomous operation and found Bluewhite Academy training easy to understand, comprehensive, and accessible.



KEITH VESELKA

North West Farm Management



ROBERTO AVILES

O'Neil Agri-Management



FRANK BAGGIOLINI

Maricopa Orchards



CHESTER SKOTAK

Limoneria



INNOVATION IN PROGRESS

2024 WAS FULL OF INNOVATION

AI-driven perception and decision systems now power every layer of our autonomy stack, from navigation to fleet coordination.

- 🌀 **GEN 4 Development:** Partnership with NVIDIA, powered by Jetson AI hardware.
- 🌀 **Safety & Navigation:** Advanced algorithms, decision-making frameworks, and Lidar-camera fusion.
- 🌀 **BlueSpray & Connectivity:** Precision spraying and CANbus integration for seamless connectivity. BlueSpray earned WAE's Top 10 recognition, underscoring its impact on sustainable spraying and precision farming.
- 🌀 **Testing & Validation:** Expanded labs, grower partnerships, QA, and simulations.
- 🌀 **Data & Compliance:** Alignment with industry groups such as AEM, AgSafe, and CalOSHA.

SUSTAINABILITY & CLIMATE IMPACT



**5-10% CHEMICAL REDUCTION
DEMONSTRATED IN FIELD
TESTING WITH BLUESPRAY.**



**RECYCLABLE PACKAGING
WAS INTRODUCED FOR
MULTIPLE REUSE.**



**USE OF ANODIZED COATINGS
REDUCED THE
ENVIRONMENTAL FOOTPRINT
VERSUS TRADITIONAL PAINT.**



**HARDWARE RECYCLING
THROUGH CERTIFIED
CALIFORNIA CENTERS.**



HEALTH & SAFETY



**ZERO SAFETY INCIDENTS IN
GROWER OPERATIONS.**

**SAFETY TRAINING IS
EMBEDDED IN ALL ACADEMY
PROGRAMS.**

**REINFORCED SAFETY
CULTURE ACROSS LABS &
FIELDS.**

**GEN 4 INCORPORATES NEXT-
GENERATION SAFETY
FEATURES.**

**OUR MISSION TO REDUCE HUMAN EXPOSURE DRIVES EVERY
SAFETY INNOVATION WE BUILD, PROTECTING CREWS WHILE
IMPROVING UPTIME AND EFFICIENCY.**

PEOPLE & CULTURE



2024 WAS DEFINED BY RESILIENCE AND FOCUS.

Our teams stood strong, adapting to change while moving forward together.

ADAPTING WITH ALIGNMENT.

Across sites and roles, employees embraced change and strengthened global collaboration.



INNOVATION THROUGH TALENT.

Key hires in software, AI, and product expanded our capabilities and advanced GEN 4 development.

GROWING INTO LEADERSHIP.

Employees stepped into new responsibilities and leadership roles, proving the strength of our culture.



COMMUNITY ENGAGEMENT

- 
- ❁ DONATIONS SUPPORTED FAMILIES AFFECTED BY OCTOBER 7.
 - ❁ ASSISTANCE PROVIDED TO BLUEWHITE EMPLOYEES AND THEIR FAMILIES DURING TIMES OF CRISIS.
 - ❁ MENTORSHIP AND INTERNSHIPS CONTINUED TO SUPPORT EDUCATION AND WORKFORCE DEVELOPMENT.



LOOKING AHEAD: 2025 AND BEYOND

2025 MARKS A NEW CHAPTER

- ⚙️ Public reveal of GEN 4 in February, bringing scalable autonomy to growers.
- ⚙️ Expansion to Australia in partnership with Hort Innovation.
- ⚙️ Bluewhite Academy is scaling to train more growers and dealers globally.
- ⚙️ GEN 4 deployments with select customers.
- ⚙️ Building scale readiness across manufacturing and service.
- ⚙️ New OEM collaborations expand off-road use cases.
- ⚙️ CNH partnership deepens, reinforcing our global reach.
- ⚙️ Expanding autonomy to new off-road applications and platforms.

**OUR VISION IS CLEAR, AUTONOMY
AT SCALE, DELIVERING INNOVATION
FOR GENERATIONS TO COME.**



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