

[BLOG](#)[CONTACT](#)

A Giant Leap Forward for Agriculture

We help growers achieve industry-topping ROI with minimal OpEx while leaving the planet better off.

[LEARN MORE](#)

We're Growers, Engineers and Bioscientists

Farming is hard. Most people can't imagine the variables involved.

But we can. We've dedicated ourselves to developing innovations that empower growers to master all variables at once.

We harness hard-won lessons in farming, a nothing-is-impossible approach to engineering, and award-winning scientific minds, to create products that go far beyond incremental improvements.

MEET THE TEAM



“ We are thrilled to be part of the AgTech movement bringing innovative products to market that empower growers, improve productivity, and move the needle towards sustainable agriculture.

- Chris Papouras, Protterra Ag, Inc. CEO

Keep OpEx in Its Place

What if you could increase yields dramatically without skyrocketing costs?

Slim margins, costly inputs, and high uncertainty don't have to be the norm.

Protterra Ag makes farming easier and more profitable by giving you certainty, boosting yields, and shortening grow cycles without sacrificing quality, all while minimizing costs. With us, your ROI always outpaces your OpEx

Plus, our technology makes truly sustainable agriculture at any scale a reality.

SCALE YOUR OPEX SUSTAINABLY NOW



Make Success a Certainty

Introducing HYPERroots™ — Substrate Redefined

HYPERroots™ is a new category of seed and propagation substrate, a gel made of natural organic materials. Proven to consistently deliver higher yields and faster grow cycles with minimal effort, HYPERroots revolutionizes the economics of cultivation for any type of operation.

HYPERROOTS

- ✓ Is a natural source of nourishment and hydration
- ✓ Optimized nutrient profile that includes beneficial bacteria
- ✓ Is pest-free and pest-resistant
- ✓ 100% nature-based ingredients that completely composts rapidly
- ✓ Requires no mixing or preparation
- ✓ Made in USA, uniform and consistent every single time



COMMON SUBSTRATE

- ✗ Acts only as a base or medium, requiring you to add nutrients
- ✗ Requires careful monitoring for fungus, mold, algae, and bacteria
- ✗ May contain pests
- ✗ May not be biodegradable, let alone compostable
- ✗ Requires batch checking, preparation, and mixing
- ✗ Is inconsistent and unreliable

What's more, HYPERroots is ready to use, pre-formulated and pre-formatted to your specifications, with uniform consistency that's the same every time from order to order.

[LEARN MORE ABOUT HYPERROOTS](#)

Human Life and a Healthy Planet Depend on You

The United Nations estimates that, by 2050, the world will need to produce between 80% and 100% more food than it does now to feed the global population. Data shows that continuing as we are will lead to a global famine sooner than 2050.

33%

OF GREENHOUSE GASES

In the United States, agriculture produces one-third of all greenhouse gases.

75%

OF FRESH WATER WITHDRAWN

Agriculture accounts for, on average, more than 75% of freshwater withdrawal worldwide.

25%

OF ARABLE LAND UNUSABLE

Continued land degradation due to unsustainable agriculture, climate change, and other forces, threatens food production now and in the future.

Agriculture-as-usual is adding to the pressures that threaten its own extinction. Incremental change isn't enough to save us.

33%

OF GREENHOUSE GASES

In the United States, agriculture produces one-third of all greenhouse gases.

75%

OF FRESH WATER WITHDRAWN

Agriculture accounts for, on average, more than 75% of freshwater withdrawal worldwide.

25%

OF ARABLE LAND UNUSABLE

Continued land degradation due to unsustainable agriculture, climate change, and other forces, threatens food production now and in the future.

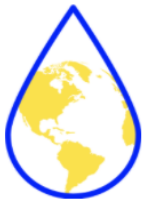
Agriculture-as-usual is adding to the pressures that threaten its own extinction. Incremental change isn't enough to save us.

What's the Good News?

We've created industry-changing technology to help avoid catastrophe and support human life for generations. How? By helping farmers be more successful and sustainable.

Let's be part of the solution together.

ACT WITH US NOW



PRODUCTS

HYPERroots™

ABOUT

- Company
- Leadership
- Board
- Press Releases
- In the News
- Careers

CONTACT

Reach Out

SUBSCRIBE

protected by reCAPTCHA
[Privacy](#) - [Terms](#)

BLOG

- All Posts
- HYPERroots™ Case Study
- Hello World