



THE ORGANIC-FIRST FARM OPERATING SYSTEM

Healthy Bowl

One workspace that records the whole farm, then turns that record into certification, credit, carbon evidence and a fair price.

CROPS & LIVESTOCK

COMPLIANCE & TRACEABILITY

FARM FINANCE

MARKETPLACE

TERRACE GARDENS



01 The short version

Healthy Bowl is one place to run an organic farm — and the same records that run it also prove it, sell it and finance it.

Most farm software solves a slice. A crop planner here, an accounting tool there, a certification binder in a filing cabinet, and a WhatsApp group holding the rest. Healthy Bowl takes the opposite bet: the slices are worth far more together. Everything hangs off one spine — a farm, its fields, and the crops growing in them — and every other record attaches to that spine rather than living in its own app.

So the work you already do becomes the paperwork you dread. The harvest you log becomes the trace batch on the carton. The treatment you record becomes evidence in the organic audit. The transaction you enter becomes a line in the ledger, a figure in cost-per-kilogram, and part of the picture a lender sees if — and only if — you decide to show them. Nothing is entered twice.

It is built for organic and natural farming first, because that is where the record-keeping burden is heaviest and the reward for solving it is largest. Livestock is a first-class domain alongside crops, so a mixed smallholding is not an awkward fit. And there is a whole second vocabulary for people with a terrace rather than a field: grow bags, litres and sun hours instead of hectares.

THE PROMISE

Record it once, at the point of work — and never rebuild the year from receipts again.

The short version, in numbers

1

One farm record

Crops, livestock, soil, weather, money, trade, trace and compliance in a single workspace, linked rather than copied.

8

Role presets

Owner, manager, farmer, agronomist, compliance officer, auditor, terrace gardener and input vendor — seeded into every workspace on day one.

Free

Tier to begin on

A no-cost plan runs a small holding end to end. Paid packaging is still being ratified before launch.

Consent

How data leaves

Lenders and advisors see only what a farmer grants — scoped, time-bounded and revocable. There is no browse-the-farms mode.

Small-scale organic and natural farmers

The primary user. One place to hold the whole holding, pass an organic audit without a paperwork sprint, and sell produce with proof attached rather than a sticker.

Mixed crop-and-livestock holdings

Animals get the same depth as crops — health, vaccination, breeding, feed, production, and medication withdrawal windows that block a sale until the produce is safe.

Farm managers on larger operations

Multi-field, multi-crop, multi-team work needs a shared board and a shared record. Tasks, timelines, planting plans and cost control stop living in one person's head.

Cooperatives and farmer producer groups

Group organic certification runs on an Internal Control System: member growers, risk scores, internal inspections and a group certificate. That structure is modelled rather than improvised in a spreadsheet.

Agronomists and farm consultants

A scoped advisory channel into client farms — diagnostics, recommendations, advisory tasks and consultation notes — instead of reconstructing each farm by phone before every visit.

Terrace and home gardeners

No farm required. A rooftop, balcony or backyard garden with grow bags and pots gets its own vocabulary, its own daily care list, and an auto-generated watering schedule sized to the container.

Agricultural financiers and buyers

Both are consumer-side actors who read a consented window: verifiable production history for a credit decision, verifiable origin and certification for a sourcing decision.

What breaks today

None of these problems are software problems. They are what happens when the record of a farm is scattered, partial, or written down too late to be worth anything to the person who needs it.

The farm record lives in three places at once

A notebook, a phone gallery and a group chat. When it is time to plan a season, face an inspector or answer a buyer, the information is scattered, incomplete and impossible to defend.

- One connected record: farm, field and crop, with every soil test, treatment, harvest, task and transaction attached to the thing it actually concerns, and visible to the whole team.

Audit season is archaeology

The inspector does not taste the tomatoes — they read the documentation. Most farms spend weeks each year rebuilding a season from receipts and memory, and still arrive with gaps.

- Certification evidence accumulates as a by-product of daily work, with per-standard checklists, an Internal Control System for grower groups, and documents filed against the record they describe.

The organic premium is eaten by the cost of proving it

The price uplift that should reward better farming is consumed by verification overhead, or lost entirely because the claim cannot be evidenced at the point of sale.

- Trace batches carry standards-grade codes and a tamper-evident event ledger, and a printed QR opens a public farm-to-fork page that anyone can scan without logging in.

Almost every daily decision is a weather decision, and the forecast is not built for it

Irrigate or wait. Spray or hold. Harvest now or risk a week. A city forecast on the television answers none of those questions in time to act.

- Location-specific conditions and forecasts, crop-aware thresholds you set yourself, alerts with severity and a recommended action, and a read state so the team knows what has been handled.

What breaks today

Agricultural credit is priced for ignorance

A farmer with five disciplined seasons behind them walks into a lender with the same blank file as anyone else, so credit is expensive when it is offered at all.

- A farmer-issued, time-bounded, revocable grant opens a read-only risk view over real production and financial history. Where records are thin, the answer is not enough data — never an invented score.

Half the farmland has no signal, and the middle of a plot is exactly where the record is made

A pest sighting or a bin count noted on the back of a hand rarely makes it into any system. The observation that mattered is lost by the time there is a connection.

- Field capture writes to the device first, queues what is pending, stamps the location, and drains itself when signal returns — without duplicating on a repeat sync or overwriting a newer server record.

Scheme and subsidy money goes unclaimed

Support exists, but finding the right programme, reading its conditions and tracking its deadline is a job in itself — so it stays a rumour rather than a line in the budget.

- A browsable catalogue with eligibility, benefits, deadlines and required documents, plus a persisted application that checks your paperwork is in order before it submits.

Software over-promises, and farmers pay for the gap

A confirmation that did not save, a chart of demo data, a sensor reading that was never taken. Trust is lost the first time the screen disagrees with the field.

- What the screen confirms is what the record holds. Where a capability is partial or planned, the product says so — in the interface, in the documentation and on this page.

What you get

Nine domains, one spine. Each is a real working surface in its own right, and each is worth more because the others are next to it.

FOUNDATION

Farm, field and crop

The spine everything hangs off. Describe the holding, draw field boundaries on a satellite map and let the acreage compute itself, then register crops with variety, status and cycle dates.

PLANNING

Beds, varieties and the season's work

Planting plans down to named beds, a reusable variety catalogue that already knows spacing and days to maturity, seed-rate maths, succession sowings, and a task board and timeline that links every job to the field it serves.

LIVESTOCK

Animals and five record streams

Health, vaccination, breeding, feed and production against each animal, plus medication withdrawal windows that count down the safe-to-sell date and block a listing until it passes.

SIGNALS

Weather, probes and crop health

Location-specific forecasts and crop-aware alerts, soil and field probes streaming into the field they sit in with per-field thresholds, and a field-by-field crop-health map with a stressed-area shortlist.

MONEY

Ledger, budgets and profitability

Income and expenses linked to the crop or field that caused them, season budgets, invoices, a chart of accounts with double-entry journals and a profit-and-loss view, and cost per kilogram by crop and by animal.

TRUST

Certification, residues and trace

Per-standard certification workflows, group Internal Control System records, a substance and residue-limit rulebook with lab results attached to the batch, and trace batches with a public QR portal.

TRADE

Selling and buying

Fixed-price listings and timed auctions, in-app payment, order fulfilment, subscription boxes, wholesale accounts, delivery routes, a buyer and supplier contact book, warehouse bins, and an in-app store for organic inputs.

SUSTAINABILITY

Emissions, soil carbon and export evidence

Farm emissions by scope computed from fuel, livestock, fertiliser and transport records, soil-carbon sequestration, a net balance, a carbon-credit ledger, and deforestation-free plot records for EU-bound produce.

GARDENS

Terrace and home growing

A parallel vocabulary for rooftops and balconies: grow bags and raised beds with computed volume and capacity, an auto-generated care schedule with rain-skip hints, harvest logs and a value-saved tally.

Put to work

Sixteen jobs the product does, written from the point of view of the person doing them. Each is a real surface in the platform, and each says plainly where the edge of what is built sits.



ORGANIC FARMER

From sign-up to a fully mapped holding in minutes

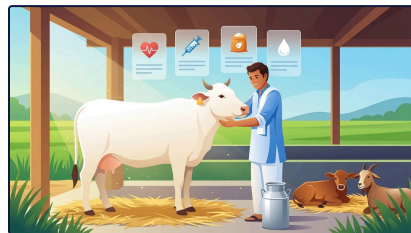
A holding that can be clicked instead of recited, and the foundation every later record attaches to.



FARM MANAGER

Run a whole crop cycle from plan to harvest record

Plan versus actual becomes a comparison, and the harvest record feeds trace, analytics and the audit file without re-entry.



LIVESTOCK FARMER

Every animal's health, feed and production in one file

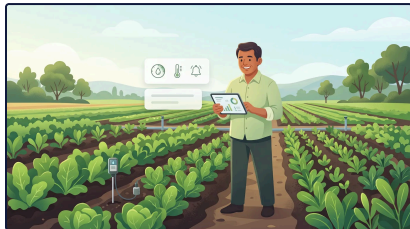
A herd you can run, audit and improve — and a food-safety rule the system enforces rather than trusts you to remember.



FARMER

Weather early warning tuned to your crops

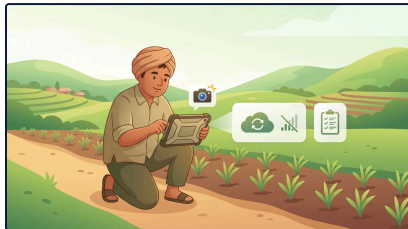
Irrigation, spraying and harvest timing decided on the farm's own numbers instead of a bulletin.



FARM MANAGER

Bring soil and field probes into the same record

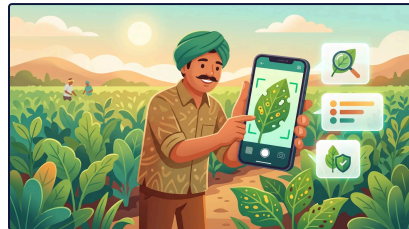
Early warning on one screen, proven end to end from a real probe payload to a visible alert.



FIELD WORKER

Record where you stand, sync when signal returns

The dead zones stop costing records, and a repeated sync never creates a duplicate.



FARMER

Photograph a sick leaf, get a ranked diagnosis

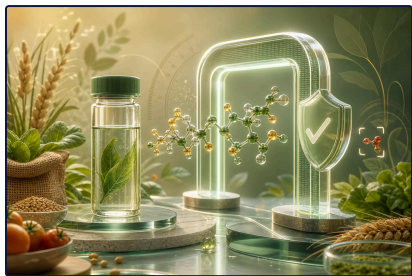
A knowledgeable first opinion in the field, logged into the same pest and treatment history an auditor will read.



ORGANIC FARMER

Keep the certification file permanently close to audit-ready

When the certifier, the buyer or the consultant asks for evidence, the answer is a page rather than a week.



ORGANIC FARMER

Catch a residue breach before the produce leaves the farm

A residue problem surfaces as a finding on your own desk, on your own timeline — and it blocks the export certificate until it clears.



FARM MANAGER

Farm-to-fork traceability on every harvest batch

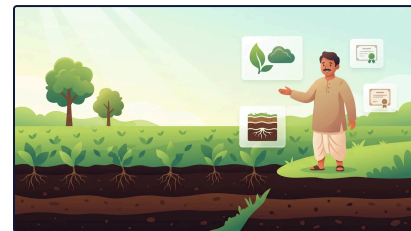
Provenance a buyer can verify, without the cost or lock-in of a blockchain platform.



FARM OWNER

Issue an export-ready certificate of origin in a click

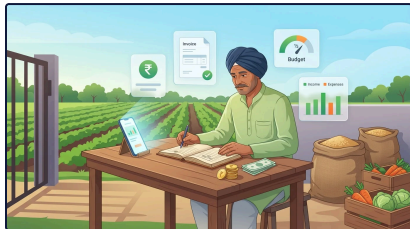
Trade paperwork wired to the same record of truth as the batch it describes — and refused outright while a critical residue finding is still open.



FARM OWNER

Account for emissions, soil carbon and deforestation-free land

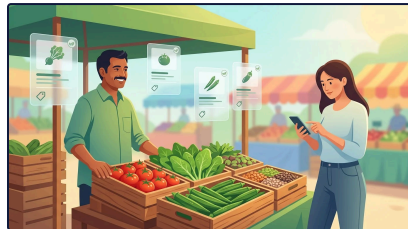
Compliance evidence built from work you were doing anyway, on the farmer's side of the value chain.



FARM OWNER

Know exactly where the farm makes and loses money

Did the tomato crop actually make money becomes a figure rather than a hunch — and the same clean records are what a lender or a scheme application asks for.



FARMER SELLING

Sell produce at a price the record can justify

The substance behind the listing is already in the platform, so the sales pitch writes itself from the farm record.



FARMER

Find and actually apply for the schemes you qualify for

Government support becomes a tracked line item, with the honest caveat that eligibility indicators guide effort and the issuing authority decides.



TERRACE GARDENER

Turn an empty rooftop into a working kitchen garden

A garden that survives a busy August, with harvests logged by weight and a running tally of what it saved at the shop.

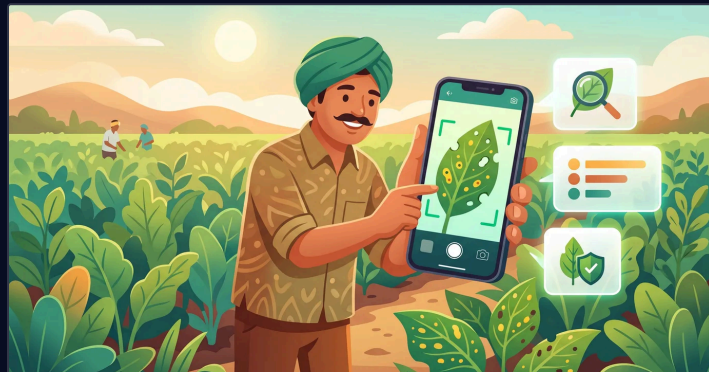
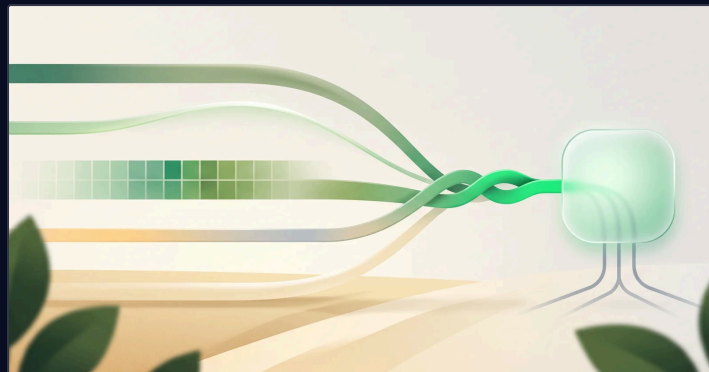
06 Built AI-native

The agronomist a small farm cannot hire — built into the records it already keeps

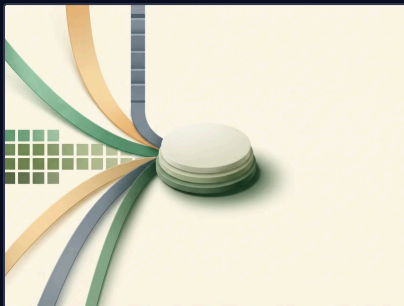
Almost every product in this category claims to be AI-powered. Healthy Bowl states the position precisely instead: one AI decision runs in production today, and it is the leaf-photo diagnosis. Photograph a sick plant, add the crop and a note, and a hosted vision model returns two to four ranked pest and disease candidates with confidence, severity, affected part and organic-safe next steps. Everything else on this page is either deterministic and says so, or planned and says so.

The reason to build agronomic intelligence here rather than in a general chatbot is that the constraints are already data. The certification standard and its permitted-input list are modelled. Each animal's medication withdrawal window is modelled, with a scan that already reports who is inside one. Probe readings, crop-health zones, multi-year weather, the bed and variety plan and the cost ledger all sit in the same record. An answer does not have to be stitched together from a farmer's description — and an organic rule can be enforced as a pre-condition in code rather than politely requested in prompt text.

Governance came before capability, deliberately. The assistant acts as you: it can reach what your own role can reach and is refused what it cannot, so there is no elevated assistant account and no second authorisation path to audit. Its write-capable mode is hidden from anyone who is not provably an owner or admin, hides itself on any error, asks for a one-time consent, and states its intent before acting. And the honest counterweight is stated as loudly: AI spend is not yet metered, and there is no per-run ledger — which is exactly why autonomous sweeps have not been switched on.

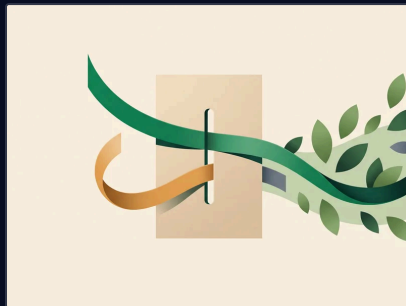


06 Why here, and not in a chatbot



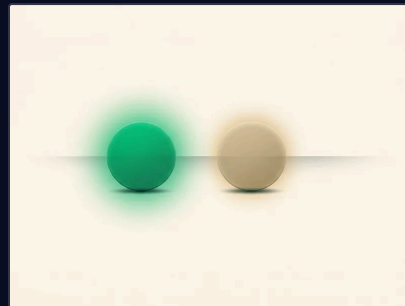
Every signal a decision needs, in one place

Probes, crop-health maps, weather history, the bed plan, approved inputs, withdrawal windows and costs all live in one farm record — so a recommendation never has to be assembled from a description of the farm.



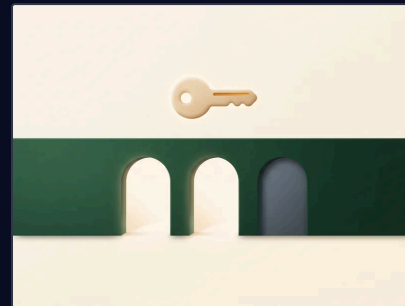
Organic rules are records, not prompt text

Your standard, its permitted substances and each animal's withdrawal window are queryable data, not a PDF in a drawer. That is what makes a hard pre-condition possible where a general assistant can only offer good intentions.



Labelled by its source, or not shown

Every diagnosis records whether it came from the model or from the capped-confidence fallback, and the fallback tells you to confirm by inspection. Where there is nothing usable, you get an empty list rather than filler.



The assistant inherits your permissions

It acts under your identity, so it can open what you can open and is refused what you cannot. No special service account, no widened access, and a write it performs is audited exactly like one you typed.

What the AI can actually do

Leaf-photo pest and disease diagnosis

Photograph a sick leaf with the crop and a symptom note, and get two to four ranked candidates with confidence, severity, affected part and organic-safe next steps.

Live in production. The one genuine model call in the product today.

In-app farm advisor

A chat advisor one tap from any screen — floating, docked or full height on a phone — answering on the product and on organic practice, with history that persists and transcripts that export.

Live, and candid that it does not read your live farm records.

Source-labelled advisory output

Each scan records whether the advice came from a real model call or from the offline agronomy fallback used when the model is unavailable.

Live. A weaker answer can never be mistaken for a stronger one.

Write-capable Actions mode

Ask the advisor to create records instead of filling forms. Limited to organisation owners and admins, behind a one-time consent and a state-your-intent rule.

Live. Any doubt about your role hides the mode entirely.

One-tap promotion into pest records

Turn a scan into a tracked pest issue pre-filled with the pest, type, crop, severity and recommended organic treatment, attached to the field and linked back to the photo.

Live. High and critical findings raise a farm alert.

Screen and record grounding

Ask from a field, crop, plan, harvest, animal, listing, scheme or client screen and you can simply say this one; only a short allow-list of context ever leaves the browser.

Live. A list is never mistaken for a single record with an invented name.

What the AI can actually do

Field health score and stressed zones

A health band and trend per field, a crop-health map clipped to the boundary you drew, and flagged stressed patches you can acknowledge, resolve or turn into a pest issue or a task.

In progress. Readings come from a model keyed to your boundary, crop and season — not a live satellite pass.

Home-garden leaf scan with home-scale remedies

The same plant-vision model on the garden side, but suggesting a home-scale organic remedy rather than a commercial formulation, saved into the dated garden journal against the plant it came from.

Live. Context changes the answer, not just the wording.

Explainable yield estimate and what-ifs

A per-field season estimate with a confidence band and a harvest-window label, plus saved what-if runs over irrigation, nitrogen, planting date, variety and plant density.

In progress. A transparent rule over the crop-health trend rather than a trained model, and it hands you the basis.

Season and sun-aware sowing planner

Crops ranked for a specific garden's real sun hours and largest container, each with its reason spelled out, plus an honest not-this-month list explaining what to skip and why.

Live, and rule-based by design so every suggestion can be explained.

Soil recommendations from your own numbers

Recommendations read the pH, nutrient levels, organic matter and moisture in your logged tests rather than offering generic advice.

Live, and deterministic — the product does not dress arithmetic up as intelligence.

Agonomic decision engine

Planned: five decisions — irrigate or skip and how much, an organic-legal treatment plan, the next crop for a bed, a harvest window against demand and storage, and scheme fit with the application drafted.

Roadmap. Each will return the call, a plain-language reason, a confidence and the records it read.

What the AI can actually do

Approved-input and withdrawal rails

Planned: no AI suggestion may name an input outside your certificate's approved list, and nothing touching a sale may involve an animal still inside a withdrawal window.

Roadmap. The checks already run on demand; making them a gate the AI cannot pass is the work ahead.

AI spend metering and per-farm quota

Planned: a farm AI credit line, metering on every AI operation, and an admin-visible breakdown by feature so a smallholder budget can cap what its intelligence costs.

Roadmap, and the most uncomfortable gap on this page — production leaf scans run unmetered today.

Autonomous farm sweep

Planned: a daily look at each farm plus runs triggered by a probe threshold or a severe-weather warning, drafting what to do about the frost, the moisture dip or the window that just cleared.

Roadmap. Off until switched on farm by farm, spend-capped, and proposing rather than acting.

Farm-record grounded answers

Planned: ask about a field and get an answer drawn from that field's own soil tests, crop history and harvest records.

Roadmap. Until it lands the advisor says it cannot read your records rather than inventing them.

Decision feed and operations view

Planned: a live feed of every decision reached, accept and reject cards showing reason and inputs, per-run detail covering model, cost and latency, and a choice of model.

Roadmap. Today the model is fixed by deployment and individual runs are not recorded.

Agent tools over the farm record

Planned: read tools across farms, crops, livestock, weather, trace and schemes, plus a deliberately narrow write set — draft an advisory task, file a recommendation, promote a scan.

Roadmap, and lowest priority by design. It multiplies reach without closing a correctness gap.

And what keeps it in bounds

The assistant inherits your permissions

It acts under your identity, so it can do what you can do and is refused what you cannot. There is no elevated assistant account and no second way in — a denied tool call is simply a denied request.

Describe before acting

An instruction to state its intent is prepended to the request, so the assistant says what it is about to do before it does it. We say plainly that this is a prompt-and-consent guard, not yet a server-side interlock — which is precisely why the mode is admin-only.

Write mode fails closed

The write-capable mode is hidden unless your account is provably an organisation owner or admin. Any error, any missing scope, any doubt resolves to hidden rather than shown. A farm worker never sees it.

Every write is audited like a typed one

An assistant-driven write is recorded in the same activity trail as a hand-typed one, because it is the same operation, with credential-shaped values stripped out before the record is stored.

One-time consent before any write

The first time you switch into write mode you acknowledge explicitly that it changes live data. The acknowledgement is remembered per profile so it asks once instead of nagging.

Honest empty states

Where the product has no answer, it returns an empty list. A result the model produced with nothing usable in it is discarded rather than shown, and the rule-based fallback caps its own confidence and asks you to confirm by inspection.

And what keeps it in bounds

Images stay in secure storage

Scanned photographs live in the platform's file storage and are referenced by an opaque identifier. Submitting a scan by link refuses private and internal network addresses.

Proposals, not actions, when autonomy lands

The planned nightly sweep is specified to produce drafted advisory tasks and recommendations plus a notification — never to open a valve, list produce, move money or delete anything. That constraint is written to be test-provable.

Off by default, per-farm opt-in

Autonomy will stay off, including for farms that already exist, until it is switched on farm by farm with a cadence you choose — because nobody should discover autonomous software running on their account.

Spend caps and failure stops, before autonomy

A per-farm daily budget cap, a hard stop after repeated failures, and a skip for farms with signals too stale to reason over are all specified as preconditions for switching sweeps on.

Rails as code, provable in tests

The plan is one test per guardrail — a non-approved input refused, a withdrawal-window listing refused, a stale-signal farm producing no decision — so the guarantee survives a model swap, a prompt edit or a provider change.

Model choice is a deployment setting, and we say so

The vision model is selected by one configuration setting rather than picked in the interface. A model picker and a per-run ledger are named roadmap items rather than implied capabilities.

Reachable from, and in numbers

REACHABLE FROM

- The pest and disease scan screen, from a phone camera or an upload
- A floating chat launcher available on every screen in the app
- A docked side panel, or full height on a mobile browser
- A keyboard shortcut from anywhere in the console
- Field, crop, plan, harvest, animal, listing, scheme and client detail pages, which the advisor reads for context
- The pest-management surface, where a scan becomes a tracked issue in one tap
- The garden journal, where a leaf scan returns a home-scale remedy instead of a commercial one
- The terrace planner, which scores sowing candidates against a garden's sun hours and containers
- The native desktop console, which carries the same advisor as the browser
- External agent tooling for consultants and financiers — planned, not started

IN NUMBERS

- One AI decision runs in production: the leaf-photo pest and disease diagnosis
- Two to four ranked candidates per scan, each with confidence, severity and affected part
- Two supported vision providers, Google Gemini by default with OpenAI supported
- Three gates in front of write mode: an admin check that fails closed, a one-time consent, and a describe-first instruction
- Two bounded write paths today: one-tap scan promotion, and the admin-gated Actions mode
- Five decisions specified for the planned agronomic engine, each returning a reason, a confidence and its inputs
- Four fields on every planned decision: the call, the rationale, the confidence and the records it read
- Zero AI spend metering today, stated as a gap that must close before any autonomous sweep is switched on

What the AI does not do yet

What the AI does not do yet, stated plainly. The advisor does not read your soil tests, crop history or harvest records — it explains the product and organic practice well, and says so rather than inventing specifics about your farm. The crop-health map behind field health bands and stressed-patch flags comes from a model keyed to your boundary, crop and season, not a live satellite pass; treat it as scouting triage for deciding where to walk first. The yield estimate is a transparent rule over that trend, not a trained forecasting model. Leaf-scan advice sticks to organic-appropriate actions and never names a synthetic or banned pesticide, but it is not yet checked against your own certified-input list — confirm inputs against your standard until that rail lands. Nothing reasons across irrigation, treatment, rotation or harvest timing; today's farm recommendations and advisory tasks are typed by a human consultant. There is no autonomous sweep, no decision feed, no per-run record of model, cost and latency, and no spend cap: production scans make real model calls that are not metered. That is a gap, not a feature, and it closes before autonomy is switched on.

Eight role presets are seeded into every workspace automatically — nobody creates them by hand. Each grants a level per record type, and a role with no entry for a record cannot see it at all. The system fails closed: nothing granted means denied.

Farm owner

The only preset that can open or close external access, govern the books and connect an outside accounting system. Reaches every record type in the product.

- Issue and revoke financier grants
- Full control of the general ledger
- Every operational and compliance record
- Assign and end consultant access
- Connect external accounting
- Delete rights across the workspace

Farmer on the team

Everything touched in a working day is editable. The books, customer identities and lender consent are not theirs to open.

- Plantings, treatments and harvests
- Field observations and leaf scans
- No ledger, invoices or transactions
- Animal records and irrigation
- Garden care and order fulfilment
- No consent grants of any kind

Farm manager

Full authority over operations, marketplace, budgets and the certification calendar — but consent to share the farm with a lender or advisor stays with the owner.

- Crop cycles, livestock and tasks
- Budgets, invoices and cost centres
- Sees who holds access, cannot grant it
- Marketplace, subscriptions and wholesale
- Certification and audit calendar
- Ledger is edit-only, never destructive

Agronomist or consultant

Works the diagnostic surface at editor level and answers through recommendations, advisory tasks and consultation notes. Reads the farm spine for context and nothing beyond it.

- Crop health, soil tests and pest issues
- Irrigation and input plans
- No finance, marketplace or customers
- Leaf scans and sensor readings
- Farm recommendations and advisory tasks
- No certification sign-off

Compliance officer

Authors the certification file and runs internal inspections — and can correct evidence but never destroy an audit trail, because the level granted deliberately excludes delete.

- Member growers and internal inspections
- Substance rules and residue tests
- Carbon and reporting records
- Certifications and compliance documents
- Export statements and certificates of origin
- Books and customers stay closed

Terrace gardener

A genuinely different product experience in the same workspace: the garden surface, the weather and the inputs store, and deliberately nothing else.

- Gardens, grow spaces and plantings
- Harvests and compost batches
- Place and cancel input purchases
- Care schedule and care logs
- Photo journal and observations
- No fields, livestock or farm finance

Certification auditor

Reads every operational and compliance record behind an organic claim, and can change none of it — with the farm's finances and customers out of view entirely.

- Read-only across the farm record
- Trace batches and harvest evidence
- No write access anywhere
- Full compliance and audit history
- Soil, treatment and input records
- No finance or customer visibility

Organic input vendor

Scoped to selling — listings, orders, wholesale, deliveries and buyer contacts — with the farm's operational and financial record entirely closed.

- Product listings and catalogue
- Delivery routes
- Community presence
- Orders and wholesale orders
- Buyer contacts and supplier profile
- Not a single grant on farm records

08 Under the hood

Healthy Bowl is a hosted, multi-tenant application. A farm operation lives in its own workspace, and every record in it is workspace-scoped with soft deletes — so history stays recoverable and an audit trail stays intact rather than disappearing when someone tidies up. There is no ambient path from one workspace to another.

Authentication and authorisation are enforced at the API edge, not inside the application. Every read and every write in the schema carries a permission directive naming the record type, the action and the scope, and the gateway checks it before the request reaches any business logic. The same API the browser uses is the one the desktop console, the mobile shells and any future agent tooling use — one contract, one enforcement point, no second authorisation path to audit.

The reuse posture matters as much as the code. Files, exports, activity trails, notifications, tagging, scheduling, internationalisation and multi-tenancy come from a shared platform layer rather than being rebuilt per product, so every release ships with enterprise plumbing already present. What the product team builds is what is genuinely agricultural.



THE SPLIT THAT MATTERS

Only the API edge validates a caller. Services trust the identity handed to them and never re-implement authentication — so there is exactly one place where a permission decision is made, and exactly one place to audit it.

Data model

A farm, field and crop spine with roughly a hundred record types hanging off it across fifteen-plus domains, every row workspace-scoped and soft-deleted. Orphan writes are impossible: a field requires a farm, a crop requires a field.

Cross-actor consent

The only cross-workspace read paths are a farmer-issued financier grant and a consultant assignment. Both are actor-specific, scope-limited, time-bounded, race-safe and revocable, and the consumer-side query re-filters by active grant so a revoked one goes dark immediately.

Permissions

A permission is a record-type and action pair. Roles grant a level per record type, actions carry defaults per level, and the highest-priority role that defines a level for the requested record decides. Nothing granted means denied.

Offline capture

Field observations write to a browser-side store first and queue for sync, stamping coordinates at capture time. Re-syncing the same batch never creates a duplicate, and a record changed on the server since capture is flagged for review rather than silently overwritten.

Traceability ledger

Supply-chain steps are written to an append-only, hash-chained event ledger, so a reviewer can see the history was not quietly edited after the fact — verifiable provenance without a blockchain dependency.

Analytics and export

Dashboards and trends are computed from the workspace's real records rather than a separate reporting store, with a no-code report builder over your own fields, and one-click export of raw crop, animal and transaction records to CSV or JSON.

Documents and PDFs

Certificates of origin, labels and compliance documents are rendered server-side to real PDFs with proper issue-and-revoke lifecycles, archived into file storage alongside the consignment they belong to.

Internationalisation

Built for multilingual use — English first, with Hindi, Tamil, Telugu and Marathi in the design — so growers can work in the language they are most comfortable in.

Standards and integrations

OPEN STANDARDS IT SPEAKS

- GS1 identifiers — global trade item number, lot and batch number, best-before date and shipping-unit code, validated to the standard
- NPOP organic certification workflows with per-standard document checklists
- GLOBALG.A.P. certification workflow
- EU deforestation regulation due-diligence statements with per-plot geolocation and boundary
- Greenhouse Gas Protocol scope 1, 2 and 3 emissions accounting
- Maximum residue limits expressed in milligrams per kilogram, optionally scoped per crop
- HS tariff codes on export certificates of origin
- GDPR and India's Digital Personal Data Protection Act as the privacy baseline
- CSV and JSON data portability on every major record type
- GraphQL over TLS as the single public API contract for every client

PLUGS INTO

- Hyperlocal weather data behind forecasts, thresholds and derived alerts
- Hosted vision models for leaf diagnosis — Google Gemini by default, OpenAI supported
- Razorpay and a credits wallet for in-app payment, top-up and payout
- Internet-connected soil-moisture, soil-temperature and field-weather probes streaming into the field they sit in
- Encrypted object storage for certificates, compliance documents and scan images, served by expiring links
- A generic outbound connector framework for pushing journal entries to your existing accounting software
- Government crop-insurance enrolment, premium payment and claim tracking as a guided workflow
- A curated government-scheme catalogue with persisted applications and document-readiness checks
- A public, unauthenticated trace portal reachable from any printed QR code
- An agent tool surface over the same permissioned API — specified, not started

How it deploys

Hosted workspace

Sign up and a farm workspace is provisioned with its role presets already seeded. Nothing to install, nothing to operate.

Any modern browser

The full console runs on the web and is designed mobile-first, so the same records are available at the desk and in the field.

Native desktop console

Signed desktop builds for macOS, Linux and Windows — the whole operating system in one window, auto-updating with each release.

Mobile, in development

Native mobile apps are being built for the fullest offline day. Offline field capture already works in the browser today.

Public trace portal

A no-login page that any printed QR code resolves to, with a publish toggle keeping drafts and private farm data off it.

Export and portability

Bulk export of crop, animal, transaction and analytics records to CSV or JSON, so your records are never held hostage.

09 Security & trust

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Farm records are the most valuable thing a grower will keep here — seasons of crops, finances, certifications and traceability. Here is how they are protected, stated without claims that cannot be backed up.

Authorisation on every field

Every read and write in the API carries a permission directive naming the record type, the action and the scope. It is enforced at the gateway from the composed schema before any business logic runs, and a failed check is rejected outright.

Consent-based cross-actor access

The only ways data leaves a workspace are a financier grant and a consultant assignment — both farmer-initiated, actor-specific, scope-limited, time-bounded and revocable, with the consumer-side query re-checking the grant on every request.

Authentication only at the edge

Application services never validate tokens. Identity arrives from the gateway after it has validated the caller, so there is exactly one place a permission decision is made and exactly one place to audit.

Scope-enforced advisory writes

A consultant's write-back — advisory tasks, consultation notes, farm recommendations — is validated against the assignment scope on the server, never trusted from the client.

Workspace isolation by construction

Every record is scoped to its workspace and filtered on every access. Isolation is enforced in the platform rather than by developer convention, and there is no ambient cross-workspace read path.

Fail-closed by default

A role with no entry for a record type cannot see it at all. Nothing granted means denied, and the write-capable assistant mode hides itself on any error rather than defaulting to visible.

Encryption in transit and at rest

All traffic between a browser or mobile app and the platform is encrypted with TLS, and there are no unencrypted endpoints. Records live in managed, encrypted databases with automated backups and network isolation.

Audit trail on every mutation

Every change is captured in an activity trail with credential-shaped values stripped out first. The same trail powers the compliance pages and security review, so who changed what is a query rather than an excavation.

Files behind expiring links

Certificates, compliance documents and scan images live in object storage and are referenced by opaque identifiers, served through short-lived links rather than public URLs.

Delete withheld where evidence lives

The compliance officer preset can create and correct certification evidence but cannot delete it, because the level it is granted deliberately excludes delete. A revoked export certificate stays downloadable and watermarked rather than disappearing.

Supply-chain scanning at build

Vulnerability, infrastructure and software-bill-of-materials scanning runs at build time, alongside secret scanning and image scanning, with per-environment secret management.

Payment data kept out of scope

Card data is handled by the payment provider's hosted fields rather than stored in the platform, keeping cardholder-data exposure to the minimum the architecture allows.

Privacy by default

Consent is opt-in, withdrawal is as easy as granting, Global Privacy Control signals are honoured, and data collection is minimised to what the product needs to work. Third-party services are limited, documented, and never given more data than their job requires.

Your data stays yours

Farm records belong to the workspace that created them. They are not sold, and bulk export to CSV and JSON exists so there is a way out as well as a way in.

Stated plainly

Healthy Bowl is pre-launch and would rather under-claim than over-promise. It does not hold SOC 2, ISO 27001, ISO 27701 or ISO 22000 today, and no independent attestation has been published — the certification roadmap targets an initial SOC 2 report and ISO 27001 certification, followed by a Type II report and the privacy extension, but none of that has been achieved yet and nothing here should be read as if it had. India's Digital Personal Data Protection Act and GDPR are treated as continuous obligations with an external readiness assessment planned rather than completed. Payment-card compliance is scoped down by keeping card data inside the payment provider, with a formal attestation due before in-app payments scale. When an audit lands it will be listed explicitly on the security page, with its scope and its date — never implied by a badge.

One product, many front doors

One farm record, reachable from wherever the work actually happens — a browser at the desk, a phone in the field, a native window on a laptop, or a terminal in a script. Some of these are downloadable today and some are in final review; each says which.

Web console

The full operating system in any modern browser, designed mobile-first, with more than seventy-five routes across every domain plus a guided getting-started flow. Available now.

Native desktop console

Signed builds for macOS on Apple silicon and Intel, Linux as a universal image or Debian package, and a Windows installer. Auto-updates to each release. Available now.

Public trace portal

The consumer-facing end of traceability: a no-login page any printed QR opens, showing the produce, the field it grew in, its harvest and packing dates and its certification badges. Live.

Offline field capture

Browser-based capture that writes to the device first and syncs on reconnect, with a visible pending queue, coordinate stamping and conflict flagging. Live.

Mobile apps

Native apps for the fullest airplane-mode day — a whole shift with no signal. In active development; store release pending.

Command-line client

Drive farms, fields, crops, livestock, weather, traceability and the marketplace from a terminal. Built and under internal test; the public install command appears once published.

One product, many front doors

TypeScript and Python SDKs

Typed clients for embedding farm operations into your own tooling. Written and in final review ahead of registry publication.

Model Context Protocol server

The bridge that lets an AI agent work the farm record through the same permissioned API the app uses. In final review.

Editor extension

Bring farms, fields, crops, livestock, listings and trace records into the editor you already live in. Built and under internal test; marketplace listing pending.

Browser extension

The same records one click away while you work elsewhere on the web. Built and under internal test.

Documentation site

Product documentation covering setup, every domain and the API contract, published alongside the platform.

Expert services

Done-for-you outcomes delivered on the platform: farm digitisation and onboarding, organic certification preparation, agronomy advisory, soil and input testing, traceability setup, market linkage and training.

11 Plans

Healthy Bowl prices for farm economics rather than per seat — acreage and record volume, not headcount, so a farm can invite its workers and managers without a bill for doing so. Public pricing is still being finalised before launch, and the tiers below are stated with their real status rather than dressed up as a live price list.

FREE

₹0 / \$0 per month

Live and self-serve today. Individual farmers, pilot users and very small organic operations validating the platform.

- Up to 3 farms and 25 fields
- Up to 100 crops and 100 animals
- 500 harvest records a month
- Core farm, field, crop and livestock management
- Weather, alerts and the community
- No payment details required

STARTER

\$149 / ₹5,999 per month

Seeded in the billing catalogue but not yet purchasable — the public pricing page is in waitlist mode and no checkout is exposed. Aimed at small organic farms of roughly five to fifty acres.

- Up to 10 farms and 100 fields
- Up to 300 crops and 300 animals
- 1,500 harvest records a month
- Structured record keeping and compliance templates
- Mobile and offline field access
- First level of premium support entitlement

PROFESSIONAL

\$449 per month

Planned packaging, not yet in the billing catalogue. Aimed at growing operations of roughly fifty to five hundred acres, and the tier expected to be most popular.

- Unlimited crops and livestock management
- Advanced analytics and benchmarking
- Multi-standard compliance workflows
- Sensor and probe integration
- Marketplace access
- Multi-location operations

ENTERPRISE

Custom, from \$1,499 per month

Planned packaging, not yet in the billing catalogue. Cooperatives, agribusiness and large estates above five hundred acres.

- Unlimited locations and members
- Custom compliance rules
- White-label and custom integrations
- Dedicated success management
- Service-level agreement
- Onboarding and migration assistance

Where pricing actually stands

Only two tiers exist in the catalogue today

Free and Starter are seeded; Professional and Enterprise are approved packaging with no billing entitlement behind them yet. The public pricing page is deliberately in waitlist mode until a payment provider is wired and the business ratifies one number — an earlier marketing figure and the seeded Starter price do not yet agree, and neither document silently overrides the other.

Cooperative and educational shapes are under evaluation

A cooperative model priced per member or as a flat monthly fee, and a verified student and extension tier, are documented as planned packaging. Annual prepayment is planned at a discount, and harvest-aligned seasonal payment plans are on the list because monthly billing fits agricultural cash flow badly.

Add-ons are packaged but not yet billable

Expedited certification support, premium market access and buyer matching, sensor integration, financial-services integration, market intelligence, enhanced analytics, premium support, dedicated success management, extended API access and white-label branding are all approved as add-ons. Each needs a catalogue item and a checkout flow before it can be sold.

Professional services are priced separately

Implementation packages, agricultural and technology consulting, custom integration development and on-site training are quoted as one-time or day-rate engagements rather than bundled into a subscription, so the platform price stays predictable.

One record, seed to consumer

The harvest feeds the trace batch, the trace batch feeds the listing and the buyer's trust check, the transaction feeds the budget and the lender's view, and the activity trail feeds the organic audit. Competitors that own one slice cannot make that chain, because they never hold the other links.

Consent as a first-class primitive

Access for a lender or an advisor is not role-based platform sharing. A farmer issues a scoped, time-bounded, revocable grant, and the consumer-side query re-filters by the active grant so revocation is immediate. There is no browse-the-farms mode to opt out of.

Organic-first from the data model up

Input logs, soil tests, treatments, internal control inspections, residue tests and certificates of origin are structured to produce certification evidence as a by-product of daily work. For generalist suites organic is one compliance segment among many; here it is the reason the schema looks the way it does.

Livestock and crops in one product

Animal records with health, vaccination, breeding, feed and production streams are first-class rather than an add-on module, and medication withdrawal windows block a sale. For a mixed smallholding this is the difference between one system and two.

Export compliance on the farmer's side

Deforestation-free statements, greenhouse-gas inventories, soil-carbon estimates, regenerative-practice logs and a carbon-credit ledger are generated from the same farm records. This is the compliance the enterprise platforms sell to buyers and processors, delivered instead to the individual grower at farm-software price.

Traceability without blockchain lock-in

A tamper-evident hash-chained event ledger, standards-grade batch identifiers, a public QR portal and printable label PDFs give verifiable provenance without the cost and vendor dependency of a blockchain platform.

Enterprise plumbing from day one

Permissions on every field, workspace isolation, audit trails, file storage, exports, tagging, scheduling and multilingual support are inherited rather than bolted on later, so the first release ships with what most products add in year three.

Self-serve government schemes

Scheme discovery plus a persisted application with document-readiness checks is a capability none of the reviewed alternatives offer to farmers directly — they deliver it, if at all, as a bespoke project. The catalogue here is curated rather than API-integrated, and the product says so.

Verdict-driven honesty as a process

Every use case carries a continuously re-verified verdict, and the comparison pages score the product's own partial capabilities as partial. The interface never fakes a success it did not persist — a discipline that is easy to claim and visible in the copy on this page.

A second product for people without a field

Terrace and home gardening is not a marketing gesture. It has its own record types, its own vocabulary of grow bags and litres, its own role preset whose sidebar shows only the garden, and a care schedule generated from container volume and sun hours.

You are pre-launch. Why should I trust this with a season of records?

Because the alternative you are comparing it to is a notebook, and because the product is unusually explicit about its own edges — you can read exactly which capabilities are live, partial and planned before committing anything. Records export to CSV and JSON on every major type, so there is a way out as well as a way in. What we will not do is claim adoption we do not have.

Every agritech product says it is AI-powered. What is actually running?

One decision: the leaf-photo pest and disease diagnosis, a real hosted vision-model call in production, with every result labelled model or rule-based. Soil advice reads your test numbers, the terrace planner scores crops against your sun hours, the yield estimate is a transparent rule — all deterministic, and all described that way. The decision engine, the nightly sweep and spend metering are roadmap items with tickets, not features on a page.

Is the satellite crop-health map real?

Not yet, and we will not pretend otherwise. The readings behind the field maps, health bands and stressed-patch flags come from a model keyed to your boundary, crop and season rather than a live satellite pass. It is genuinely useful as scouting triage — go to the orange zones first — and the screens and API are built so a real feed replaces the source without changing the workflow you learned.

Our accountant needs proper books. Is this an ERP?

No. There is a chart of accounts, a double-entry general ledger, a profit-and-loss view and cost per kilogram by crop and animal, which is more than most farm software offers. But depreciation schedules, full ERP-grade accounting and a certified live link to a specific accounting package are not there — the outbound connector is a generic export path still being wired. If ledger-grade accounting is your primary requirement, a dedicated agriculture ERP genuinely leads.

I farm where there is no signal. Does this work?

Field capture does, today, in the browser: it writes to your device first, queues what is pending, stamps coordinates, and drains itself when signal returns without duplicating or overwriting newer server data. Broader workflows are still online-only, and the fullest airplane-mode experience needs the mobile app, which is in development. Platforms with mature offline mobile are ahead of us on breadth and we say so.

What happens to my data if I share it with a lender and then change my mind?

You revoke the grant and it goes dark immediately — the consumer-side query re-checks the active grant on every request rather than trusting a cached decision. Grants are also time-bounded, so one you forget about expires on its own. There is no lender-initiated access and no browse mode; a financier sees exactly the farms that chose them, for exactly as long as the grant lives.

Can the AI assistant change my farm records without me?

There are exactly two write paths. You can promote a diagnosis into a pest issue with one tap. And the advisor's Actions mode can create records — but only for owners and admins, only after a one-time consent, and only within permissions you already hold, because it acts as you rather than through a service account. We state plainly that the confirm step is a prompt-and-consent guard rather than a server-side interlock, which is exactly why the mode is admin-only.

What does the AI cost me?

Right now nothing is metered, and that is a gap rather than a feature. Production leaf-scan calls carry real cost with no meter on them, and the assistant's credit checks are deliberate placeholders. A per-farm credit line, metering and an admin-visible breakdown by feature are planned, and they must land before any autonomous sweep is switched on.

Is my produce automatically certified organic because I use this?

No, and no software can do that. What the platform does is make the evidence a certifier asks for accumulate as you work — input logs, soil tests, treatments, inspections, residue results, trace batches — and organise it by the standard you are certifying against. The certification decision belongs to the certification body, exactly as scheme eligibility belongs to the issuing authority and a cover decision belongs to the insurer.

Do I have to be a large farm for this to be worth it?

No — the design centre is the small organic holding, which is why pricing is acreage-based rather than per seat and why a free tier runs a small farm end to end. Larger multi-field operations are supported and increasingly well served, but a five-acre grower is the person the product was drawn for. If you have only a terrace, there is a whole separate surface for that too.

12 Where it sits against the alternatives

VS AI-FIRST AGRICULTURE CLOUDS

Platforms like CropIn predict supply chains for multinationals and deliver compliance to enterprises as programmes; Healthy Bowl runs the organic farm itself and generates the same export evidence from the farmer's own records, at farm-software price. The honest concession: on remote sensing they are ahead of us, and our crop-health readings are modelled rather than satellite-derived today.

VS SATELLITE MONITORING POINT TOOLS

Farmonaut watches the field from space at low cost and does it well. Healthy Bowl runs the whole operation on the ground — crops, livestock, finance, marketplace, compliance — and treats satellite as one input we deepen on the roadmap rather than the product. If field imagery is all you need, a monitoring tool is the cheaper answer.

VS TRACEABILITY AND VALUE-CHAIN PLATFORMS

TraceX and SourceTrace trace what happened, with strong certifier-facing breadth for enterprises and cooperatives managing thousands of growers. Healthy Bowl runs the farm that produces the record, with a hash-chain ledger instead of blockchain lock-in and a published entry price rather than a quote cycle. They remain broader for enterprise certifier tooling and formal certification breadth.

VS AGRICULTURE ERPS

FarmERP is the finance department's system, with true chart-of-accounts, profit-and-loss and depreciation depth and an implementation project to match. Healthy Bowl is the farmer's operating system without that project — live in minutes with permissions, audit and files inherited. On ledger-grade accounting FarmERP genuinely leads, and our finance layer is deliberately described as partial.

VS LIVESTOCK-FIRST FARM MANAGEMENT

AgriWebb is the best-in-class cattle and sheep record-keeper with mature electronic identification and assurance workflows for its markets. Healthy Bowl unites organic crops and livestock in one workspace for mixed smallholdings, where neither half is an afterthought. On cattle and sheep depth specifically, AgriWebb is deeper.

VS INPUT AND OUTPUT FARMER NETWORKS

DeHaat sells inputs and finds buyers, and is often free at the point of use because the revenue comes from the trade rather than the software. Healthy Bowl is the record the farmer owns and controls, portable to any partner they choose — which is a different bargain, and one you pay for. If a bundled network already serves you well, that is a real alternative.

START TODAY

Start with one field, one crop and one honest record

Healthy Bowl is pre-launch and opening by waitlist, region by region. Joining takes one email address and costs nothing.

- Join the waitlist and tell us whether you farm, advise, buy, lend or garden
- When early access opens in your region, set up your farm, draw your fields and register your first crop
- Record a season as you work — harvests, treatments, costs — and watch the audit file, the trace batch and the analytics assemble themselves
- Open a scoped, time-bounded window for an advisor or a lender only when you decide to

WEBSITE

gethealthybowl.com

JOIN THE WAITLIST

gethealthybowl.com/waitlist

EVERY USE CASE, IN FULL

gethealthybowl.com/use-cases

WHAT THE AI DOES AND DOES NOT DO

gethealthybowl.com/ai

DOWNLOADS AND DEVELOPER SURFACES

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