Project Summary

EMILI GrainFox

Updated: October 13, 2026

GrainFox Smart Advisor and Sinoa AI Assistant

About the technology

GrainFox helps farmers and agribusinesses navigate grain markets and make decisions important to their operation. For farmers, it helps them create a grain marketing strategy with Smart Advisor and Sinoa, an AI grain market assistant that can answer questions quickly. The grower enters details such as contracts, risk profile, and storage constraints to receive tailored recommendations.



Using Sinoa in the GrainFox app.

EMILI objectives

EMILI tested the full GrainFox journey to:

- Demonstrate how easily crops, contracts and bins register in Farm Profile and carry into Smart Advisor.
- Confirm Smart Advisor's recommendations, and the Sinoa analysis behind them, are accurate and useful to a producer.
- Validate Sinoa's ability to answer follow-up questions accurately.

What we learned

Quickly get answers

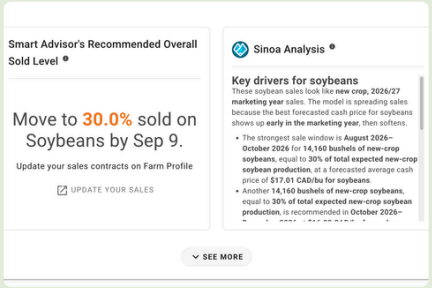
Producers have a lot of knowledge about what influences markets locally, but there are factors globally that may also impact the Canadian market. Sinoa gathers local and global information about grain markets, crop outlooks, and weather, which are continuously changing, and presents the information in an easy to understand format to make relevant recommendations.

Personalized recommendations

Growers can add detail about their operation as they wish to get a more personalized recommendation or more general information. Users can add contracts, storage constraints, cash flow goals, and their personal risk profile to get the most relevant recommendations for their farm.

Learning curve

EMILI suggested that GrainFox provide more guidance on how to best phrase questions in Sinoa to get a clear result, and to remember key user information such as location and crops grown, so it is less repetitive when asking questions. Having the farm profile completed provided much more tailored answers than using Sinoa alone.



What this technology could unlock

This technology could simplify decision making and planning around grain marketing based on the grower's unique situation to maximize the profit from their grain.

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