

GROWERTALKS

Features

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Why Greenhouse Teams Are Turning to AI for Faster, Smarter Decisions

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Artificial intelligence is changing greenhouse management by making operational data easier to access, analyze and act on. Instead of relying on spreadsheets and reports, greenhouse teams can use AI to answer business questions in real time, identify

risks earlier and see what's happening across sales, inventory, production and fulfillment.

As AI tools become more accessible, growers have an opportunity to make faster decisions, improve operational efficiency and respond more effectively to changing market conditions.

Greenhouses have more data than ever

Greenhouse operations generate more information today than ever before. Sales orders, inventory levels, production schedules, labor activities, shipping commitments and customer demand signals all create valuable data that can help businesses improve performance.

The challenge isn't collecting the data, it's turning that data into something useful.

For many greenhouse businesses, important information is spread across multiple systems, reports and spreadsheets. Finding answers often requires employees to manually gather information from different sources before decisions can be made. By the time reports are reviewed and analyzed, opportunities may have already passed or problems may have already grown.



Artificial intelligence is beginning to change that process.

Instead of asking employees to become experts at finding information, empowering them with AI gives teams a more direct way to use the data already sitting inside the business.

"For years, we've asked greenhouse teams to become experts at finding data. AI flips that model on its head," said Ben Marchi-Young, industry director for Velosio. "Instead of spending time searching through reports,

employees can simply ask questions and get answers, allowing them to focus on making decisions and taking action."

As AI technologies continue to mature, growers are discovering new ways to use business data to improve visibility, increase efficiency and support better decision-making throughout their organizations.



The shift from reports to conversations

Traditionally, accessing operational insights required users to know where information was stored, which reports to run and how to interpret the results. That creates friction for teams that need timely answers during busy production, sales and fulfillment cycles.

AI introduces a different approach. Rather than navigating through multiple reports and dashboards, employees can ask straightforward questions,

such as:

- Which varieties are selling best this season?
- What orders are at risk of shipping late?
- Why are inventory levels higher than forecast?
- Which customers are generating the highest margins?
- What production tasks are overdue?

Instead of spending time searching for information, users receive direct answers based on data already stored within business systems.

This shift may seem simple, but it matters in the middle of a busy season. When information is easier to access, teams can make decisions faster and more consistently across sales, production, operations and leadership. Instead of waiting on manual reporting cycles, each group can see what needs attention and respond while there's still time to act.

The result is an organization that can respond sooner when demand shifts, production plans change or fulfillment risks start to surface.

An example of the SilverLeaf dashboard on a tablet.



Three areas where AI can deliver immediate value

The practical question for growers isn't whether AI is getting attention; it's where AI can help today. For many greenhouse businesses, the clearest value starts in three areas:

Better sales visibility: Customer demand can shift quickly, making it difficult to identify emerging opportunities or changing buying patterns.

AI can help sales and management teams analyze large volumes of information and answer questions, such as:

- Which products are generating the strongest margins?
- Which customers represent the greatest growth opportunities?
- How do current sales trends compare to previous seasons?
- Which varieties are experiencing stronger-than-expected demand?

Instead of waiting for monthly reviews, teams can monitor trends continuously and adjust pricing, availability,

production plans or customer outreach while opportunities are still available.

Improved inventory management: Inventory is one of the most important assets greenhouse operations manage and one of the hardest to get right. Too much inventory ties up working capital; too little creates fulfillment issues, missed sales and strain on customer relationships.

AI can help identify:

- Slow-moving inventory
- Emerging shortages
- Products at risk of stock-outs
- Variances between forecasts and actual demand
- Inventory imbalances across locations

Early visibility allows teams to take corrective action before problems become costly.

Faster operational insight: Greenhouse businesses manage thousands of operational activities every day.

Production schedules, labor planning, order fulfillment, shipping coordination and growing activities all require constant attention.

AI can help surface exceptions that might otherwise go unnoticed, including:

- Overdue production activities
- Labor bottlenecks
- Shipping risks
- Fulfillment delays
- Workflow inefficiencies

Rather than relying on employees to manually identify issues, AI can continuously monitor operational data and highlight areas that require attention. This enables managers to spend less time searching for problems and more time solving them.

Moving beyond insights to action

Today, most AI conversations focus on helping employees find information faster and see operations more clearly. Those gains matter, but they're only the starting point. The next phase will focus on helping organizations move from insights to action.

AI systems are increasingly being designed to identify risks, recommend next steps and support routine business processes. Rather than simply informing decision-makers, these technologies can help guide actions and improve execution.

"The real opportunity isn't just using AI to find information faster; it's using AI to identify risks, spot opportunities and eventually automate routine business processes," said Ben. "That's where SilverLeaf and Microsoft Copilot can help greenhouse operations become more proactive, efficient and responsive."

Over time, growers may see AI support demand forecasting, inventory planning, product substitution recommendations, labor scheduling and transportation optimization. The strongest use cases will be the ones that connect directly to business decisions teams already make every day.

The goal isn't to replace operational expertise. Instead, it's to provide teams with better information and more intelligent tools that help them make faster, more confident decisions.

What comes next for greenhouse AI

As AI adoption continues to accelerate, greenhouse businesses are moving beyond experimentation and beginning to evaluate how these tools can fit into everyday operations.

The organizations that gain the greatest value from AI will likely be the ones that focus on practical applications tied to measurable business outcomes. Improving inventory accuracy, reducing fulfillment risk, strengthening forecasting and increasing operational visibility are often more useful than pursuing technology for its own sake.

Just as data analytics transformed greenhouse operations over the last decade, AI has the potential to become another foundational business capability. The difference is that AI can help convert information into action more quickly and more effectively than traditional reporting methods alone.

Final thoughts

Greenhouse businesses have spent years collecting and organizing operational data. The next challenge is turning that information into action quickly enough to make a difference. As AI becomes part of everyday workflows, growers can identify risks sooner, find opportunities faster, automate tasks and make more informed decisions across the organization. The strongest results will come from teams that combine operational expertise with AI-driven insight, using both to act with more confidence. **GT**

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[Learn how greenhouse growers are using AI to improve decision-making, optimize inventory, identify operational risks and increase efficiency.](#)