

Harvest Capture

Press Release & FAQ

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Introducing
Harvest Capture

The Press Release



Harvest Capture

FOR IMMEDIATE RELEASE

Harvest Capture Re-Launches Business With New Website and Brand Focused on Agricultural Efficiency

ATHENS, Ga., May 1, 2026 – Harvest Capture is reinventing their digital presence with a refreshed website redesign and branding tools, designed to articulate sustainability, innovation, and community.

Harvest Capture will seamlessly integrate their back-end client software with front end updates focusing on industry terminology and storytelling visuals, for farm experts and produce specialists to have a streamlined experience.

Harvest Capture aims to support and attract local Athens community growers, University affiliated researchers, early adopters for new agricultural technology, and mid to large scale farmers who rely on data, decision making strategies, and tools to strengthen sustainable and conscious produce supply efforts for vast communities.

"At Harvest Capture, we believe that lasting prosperity depends on a secure and sustainable food supply," says the Harvest Capture team. "We think everyone is entitled to healthy and affordable food, and that growers should not have to jeopardize the financial viability of their farms."

The new website and branding will create a simplified, demonstrative, and science supported experience. This website will serve as a hub for all Harvest Capture efforts, correlated industry news, and business information.

About Harvest Capture:
Harvest Capture is an innovative platform for agricultural monitoring, productivity analysis, and field data visualization. Established in July 2025 by Daniel Jackson, Harvest Capture is changing the way growers interact with their crops to yield the most favorable environment for healthy food and profitable operations, benefitting the consumer and the producer. For more information about Harvest Capture or the team, check out the updated website at https://www.harvestcapture.com

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The FAQs

Offering insight into our farmer's most common questions and concerns

Frequently Asked Questions

1 Who is Harvest Capture designed for?

Harvest Capture is built for fruit and vegetable growers, farm managers, agricultural consultants, and ag-tech-forward producers looking to optimize field-level decision-making.

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2 How does Harvest Capture integrate with existing farm operations?

Harvest Capture is designed to seamlessly integrate with current grower workflows and equipment, ensuring minimal disruption while maximizing usability and adoption.

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3 What kind of data does Harvest Capture analyze?

The platform analyzes field-level data related to yield variability, productivity, and site-specific conditions to provide actionable insights and tailored recommendations.

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4 How will Harvest Capture help me increase profits?

Harvest Capture helps reduce waste, improve yields, and optimize production practices, which will lead to stronger financial outcomes.

Frequently Asked Questions

5 How does Harvest Capture support sustainability?

Harvest Capture promotes sustainability by reducing environmental impact and supporting long-term soil and ecosystem health.

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6 What makes Harvest Capture different from other agriculture tools?

Harvest Capture combines advanced data visualization with practical recommendations grounded in real-world agricultural operations and community-driven values.

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7 Is Harvest Capture easy to use?

Yes. Harvest Capture is designed to be user-friendly and accessible, even for users without a technical background.

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8 Is Harvest Capture backed by research?

Yes. Harvest Capture is built on data-driven research and strong connections to agricultural experts and university partners.

Frequently Asked Questions

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How does Harvest Capture support the future of farming?

Harvest Capture helps farms stay productive, profitable, and sustainable while supporting a strong and secure food supply.

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How do I get started?

Growers can get started by connecting with the Harvest Capture team to learn more about the platform and see how it can work for their operation.