



Crayon and Get Cracking® Promote Healthy Recipes With Machine Learning

Company Overview



Project Location: Canada



Industry: Agriculture



About the company: Now in its fifth decade as one of Canada's leading agriculture organizations, Egg Farmers of Canada manages the national egg supply and promotes egg consumption while representing the interests of regulated egg producers from coast to coast.

Get Cracking® is Egg Farmers of Canada's consumer brand.

Challenge(s)

Egg Farmer's marketing department dedicated an entire team solely to manually labeling images featuring different types of egg cooking techniques and propping styles. The team would then use any relevant assets and update their recipe files.

Goals

- ✓ Automate the entire image labeling process
- ✓ Free up their egg experts' time by 75%
- ✓ Implement an image identification solution with an accuracy of over 90%

Solution

After an initial discovery AI Envision Session, Crayon implemented Computer Vision technology to extract image texts and topics using a generic search engine machine learning model for image identification.

The solution will identify different methods of cooking and propping styles and apply the results as metadata to the images with 92% accuracy.

Why Crayon

- 2019 Microsoft Artificial Intelligence and Machine Learning Global Partner of the Year
- Microsoft Azure Expert MSP
- Completion of over 100 Artificial Intelligence projects over the last six years
- Over 52 AI Advisors, Data Scientists, and Engineers with deep expertise

What can Crayon do for you?

Crayon helps customers at all stages of their digital transformation. The Crayon AI Envision Session, now in OCP GTM, helps companies identify business use-cases and develop a strategic roadmap for the implementation of Artificial Intelligence and Machine Learning solutions.

[View the solution in Azure Marketplace](#) and contact Crayon for additional information and questions.