

Accelerating retail agri business by Integrating with e-commerce

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Market dynamics reports that the digital logistics market is expected to grow exponentially, from \$30.2 billion this year to \$121.4 billion by 2030, owing to technology's rapid and irreversible transformation. According to a McKinsey survey, 70% of Brazilian rural producers use digital channels for at least one input purchase. By leveraging its expertise in e-commerce logistics, Luft Logistics advances as a logtech in this dynamic sector, while also accelerating the digitization of the Brazilian ag sector through Agrego Agro.

By integrating cutting-edge technology, speed, and low cost into Luft's logistics ecosystem, agtech is bringing physical businesses into the world of e-commerce and meeting the specific needs of agribusiness retailers.

Recently in July, Luft Logistics signed a technology transfer memorandum of understanding with the Ministry of Development of Saudi Arabia (MISA), which provides for the establishment, in Saudi Arabia, of a development center for distributors, e-commerce and retailers, involving systems and solutions created by the Brazilian company.

Robust digital solutions

Agrego Agro enables companies to tap into new channels and possibilities. The company designs virtual stores for resellers, distributors, cooperatives and rural producers, including those entering e-commerce. In order to meet the market's specific needs and to comply with good practices, Agtech helps them develop robust solutions.

"We developed a safe and highly adaptive model. With *full-commerce* technology and a multidisciplinary operational team, Agregado Agro follows up on orders from their origin to the shipping and transport stages, automating complex processes in an effective and uncomplicated channel for the sale of inputs such as pesticides, fertilizers and seeds, with multichannel online service", explains Gustavo Saraiva , CIO of Luft Logistics and Agregado Agro.

Digital agronomic prescription

Through the platform, the retailer can, for example, access documentation in the same place; schedule and fractionate the delivery of orders; answer questions in real time by sellers; check market quotes and issue invoices and digital agronomic prescriptions.

"Through our advanced ecosystem, new projects and solutions are incubated and meticulously tested within a conducive environment, before being comprehensively launched onto the market. This approach ensures that we remain at the forefront of logistics evolution", says Gustavo.