

Coopercitrus opens agricultural technology outlet with Bauer's and Bayer's equipment's

28 November 2023 | News

Coopercitrus - Rural Producers Cooperative - opened its first unit in the state of Mato Grosso. With the resale of Bauer's irrigation equipment and Bayer's FieldView's Shop technologies, the unit located in Primavera do Leste presents rural producers with the Campo Digital ecosystem, with a complete line of precision agriculture products and services with great potential impact on the regional production process. The inauguration took place on November 21st, at Rua Olivário Porta, nº 2,774 - Bairro Primavera II.



Coopercitrus - Rural Producers Cooperative - opened its first unit in the state of Mato Grosso . With the resale of Bauer's irrigation equipment and Bayer's FieldView's Shop technologies, the unit located in Primavera do Leste presents rural producers with the Campo Digital ecosystem, with a complete line of precision agriculture products and services with great potential impact on the regional production process. The inauguration took place on November 21st, at Rua Olivário Porta, nº 2,774 - Bairro Primavera II.

The CEO of Coopercitrus, Fernando Degobbi , states that the unit offers an unprecedented service model in the region. "This store is a true technology center. Here, producers can find everything from soil diagnosis, planting design and systematization using algorithms and digital technologies. We also offer precision agriculture equipment, with a specialized technical team for installation and maintenance of machines. In addition, we provide high-tech inputs and highly efficient and technological irrigation equipment", he states.

For Rodrigo Parada , CEO of Bauer Brasil , the role of this partnership is "to bridge the gap between the best irrigation solutions and technologies for the producer. Opening this new unit in partnership with Coopercitrus only reinforces how strategic our partnership is and how aligned we are so that the producer has access to the best technological solutions from Bauer do Brasil, Irricontrol and the cooperative's other partners", he highlights.

Campo Digital de Primavera do Leste also houses the first unit in Mato Grosso of the FieldView™ Shop, which offers farmers everything they need in terms of equipment to operate with FieldView™ and technical training for producers and their teams. Furthermore, the unit has professionals capable of carrying out technical stops with specialized consultancy and support so that the farmer can use the information collected and analyzed by FieldView™ more quickly. By making decisions based on data, the farmer not only improves his harvest, but also positively impacts the environment, consuming fewer inputs and natural resources.

According to Malu Nachreiner , CEO of Bayer and leader of the Agricultural Division in Brazil, the success story of Brazilian agribusiness is directly connected to the results that the cooperative system has promoted in the country. "Our partnership with Coopercitrus is another step towards bringing Bayer's cutting-edge technology to members and rural producers in Mato Grosso . With FieldView Shop, we enable producers in the state to have a better experience with our digital platform, Climate FieldView™ , today the most complete on the market. In addition to providing solutions available in our input portfolio, integrating the use of digital technology into the choice of pesticides and seeds, delivering sustainability and productivity to the farmer."

The Superintendent of Agricultural Technology at Coopercitrus, Tiago Aleixo , highlights the cooperative's structure focused on after-sales. "The store has a workshop specializing in the maintenance of agricultural drones. Our idea is to bring all our years of experience working with technology to producers in the region. In this model, we do not just focus on sales, but on complete service, with assistance technical and maintenance to ensure that producers make the most of the new technologies offered by Campo Digital."

In addition to Primavera do Leste, the new unit also serves as a reference center for 25 other cities, including Alto Araguaia, Alto Garças, Alto Taquari, Araguainha, Campo Verde, Chapada dos Guimarães, Dom Aquino, General Carneiro, Guiratinga, Itiquir , Jaciara, Juscimeira, Novo São Joaquim, Nova Brasilândia, Planalto da Serra, Paranatinga, Pedra Preta , Ponte Branca , Poxorão, Rondonópolis, Santo Antonio do Leste, Santo Antônio do Leverger, São José do Povo, São Pedro da Cipa and Tesouro