AgroSpectrum ASIA
Envisaging Future | Updating Present

Syngenta brings real-time farm monitoring tool to Brazil

27 April 2026 | News

Platform integrates machinery data to improve operational efficiency

Platform integrates machinery data to improve operational efficiency

In a significant step toward advancing digital agriculture, Syngenta has introduced Cropwise Operations to the Brazilian market, strengthening its Cropwise platform with a powerful new layer focused on real-time farm execution. The launch marks a strategic effort to address a long-standing challenge in agricultureâ??the disconnect between crop planning and on-ground implementation.

Designed as an integrated operational management tool, Cropwise Operations provides farmers with end-to-end visibility into activities within the farm gate. By capturing and analysing real-time data from field operations, the system enables producers to monitor execution closely, identify inefficiencies, and make timely, data-driven decisions throughout the crop cycle.

Already established globally, the platform connects tens of thousands of machines and supports operations across millions of hectares, generating actionable insights through continuous operational alerts. With its entry into Brazilâ??one of the worldâ??s largest agricultural marketsâ??the solution aims to empower producers to move beyond estimations and gain precise, ground-level understanding of operational performance.

A defining feature of Cropwise Operations is its ability to integrate planning, execution, and analysis within a single ecosystem. By transforming execution data into measurable insights, the platform allows farm managers to pinpoint variations in field performance, track resource utilisation, and uncover hidden inefficiencies that can impact productivity and cost structures.

The system also offers multi-brand compatibility, enabling seamless consolidation of telemetry data from diverse machinery fleets into one unified interface. This ensures comprehensive operational oversight without the constraints of equipment-specific systems. Additionally, its flexible adoption modelâ??ranging from manual data inputs and mobile-based tracking to

advanced telemetry integrationsâ??lowers entry barriers and accommodates farms at different stages of digital maturity.

The rollout in Brazil will begin with a targeted deployment in Mato Grosso, a key agricultural hub, before expanding to other regions over the course of 2026. Initially, the solution will be made available to a select group of producers, reflecting a phased approach to adoption.

With Cropwise Operations, Syngenta Digital is reinforcing its vision of connected, data-driven farmingâ??where precision, transparency, and operational intelligence converge to enhance productivity and sustainability across modern agricultural systems.