

# InfoAg International

28-30 AUGUST 2019

Royal Palm Hall, Campinas, São Paulo State, Brazil



KEYNOTE

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**1. What is your responsibility at Kleffmann Group?**

► I am Client Manager in Kleffmann Group

**2. How has agricultural changed in Brazil in the last 10 years?**

► We developed several technologies to increase yield and sustainability to the farmers. The adoption of best practices together with crop protection technologies, seeds improvement and genetic development contributes to competitiveness of Brazilian agriculture sector. Together with higher adoption of technology in machinery, farmers can extract the most of the lands with greater sustainability

**3. What are the biggest challenges in Agricultural in Brazil at the moment?**

► Technology adoption in several sectors. Also the hand labor, knowledge and education are a gap. Add this to financial and commercialization, these are the main challengers to the farmers nowadays.

**4. How can Precision or Digital Farming help any of these challenges?**

► Precision farming can help in manage areas as they need to be, not with over inputs or sub inputs application. Also combining technologies as satellite, GPS and sub inch navigation, it could help in increase yield with lower level of resources.

**5. Where do you see great opportunity for industry?**

► To understand what is in the mind of the farmers and offer tailor made solutions in seeds, crop protection, machinery and nutrition. The industry should look outside and discover what the farmers think, acts, behaves and uses their technology. The main link of this value chain is the farmers and industry should pay attention to that