

VEGGA and BASF joins forces to boost precision agriculture

Parets del Vallès, September 20, 2023.- VEGGA and BASF have reached an agreement to provide precise advice on the control of pests and crop diseases through the integration of BASF's Agrigenio into VEGGA's digital precision agriculture platform, developed by MatHolding and Sistemes Electrònics Progrés.

BASF's Agrigenio is a digital decision support system (DSS). The combination of both technologies will now enable farmers to further improve the protection of their crops, making their practices more sustainable and increasing profitability.

Thanks to the precision digital technology of both companies, farmers will be able to predict the emergence and spread of pests and diseases in their crops and optimise the application of plant protection products. "In this way, we promote a more sustainable and efficient agriculture, in line with the shared purpose of the signatories to the agreement, which is to care for agriculture and the environment," emphasises Pau Relat, CEO of MatHolding.

As part of this collaboration, VEGGA offers farmers a digital platform that centralises the comprehensive management of their crops and agricultural holdings in a single location, equipped with the most innovative technologies. From now on, VEGGA includes BASF's Agrigenio tool, which provides the most advanced predictive models for pest and disease risks on the market, allowing users to apply plant protection products with complete precision. "Our aim has always been to stand by the farmer, offering the best digital and sustainability solutions available. In this regard, VEGGA and BASF join forces as pioneers in the sector to support farmers on their journey towards maximum sustainability," states Patricio Fitz Simon, Head of BASF's Agricultural Solutions Division in Spain.

This alliance between BASF and VEGGA addresses the challenges of digitalising agriculture and reflects a strong commitment to sustainability.

Digitalisation for Sustainable Agriculture

The agricultural sector is undergoing a transformation towards more sustainable and efficient production, meeting not only consumer demand for higher-quality products with fewer residues, but also regulatory requirements to minimise agriculture's environmental impact in the fight against climate change. Initiatives such as the European Farm to Fork strategy reflect this, setting ambitious targets: reducing pesticide use by 50% and fertiliser use by 20% by 2030. To achieve these objectives, it is essential that farmers have access to data-driven decision support systems (DSS), such as those provided by Agrigenio and VEGGA.

Digital tools facilitate the monitoring, prediction, and optimisation of agricultural operations by collecting and interpreting accurate and timely data, presented clearly so farmers can anticipate potential issues affecting their crops and thereby achieve greater profitability on their investments.

About MatHolding

MatHolding is a global, family-owned industrial group dedicated to developing solutions and technologies for the efficient and sustainable management of agriculture and water. With roots dating back to 1935, the group's businesses span both the agricultural sector—with IQV (crop protection), Regaber (professional irrigation), VEGGA (digital crop and farm management), and TerraNostra (agricultural land modernisation)—and the water cycle, through Aquestia (fluid conveyance and control), STF (filtration systems), and Hidroglobal (hydraulic projects). The group employs a team of more than 1,200 professionals across over 15 countries, operates 10 production facilities, and serves customers in more than 140 countries across five continents.

About VEGGA

VEGGA is a 360° digital platform that enables agricultural professionals to comprehensively manage their farms in order to optimise agricultural production in an intelligent, sustainable, and innovative way. Through the most advanced precision agriculture technologies on the market, VEGGA supports decision-making regarding the precise use of inputs in crops—such as irrigation, fertilisation, and crop protection—as well as the development of agroclimatic indices and economic management of the farm. VEGGA was launched in 2022 by MatHolding and Sistemes Electrònics Progrés with the aim of democratizing precision agriculture, agronomic knowledge, and the digitalisation of farm management.

More Information

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