

Vegga leads the digital transformation of agriculture

MatHolding and Sistemes Electrònics Progrés invest €3 million in agronomic management platform.

July 2024. – VEGGA is a digital platform designed to optimise agricultural management by integrating cutting-edge precision technologies. Its ambition is to become a key driver supporting farmers and agribusinesses in the transformation of the sector.

VEGGA was established in 2021 as a 50/50 joint venture between MatHolding and Sistemes Electrònics Progrés, two leading companies in the development of agricultural modernisation technologies.

The platform enables irrigation and fertilisation control through proprietary solutions (using Progrés' Agrónic irrigation controllers), and integrates predictive irrigation models (developed in collaboration with IRTA), as well as pest and disease forecasting (via BASF's Agrigenio decision-support system). It also offers comprehensive farm management tools and digital field record-keeping (field notebooks).

Since its founding, MatHolding and Progrés have invested €3 million in VEGGA. The company launched on the market in April 2023 and now has a team of 15 employees based at its headquarters in El Palau d'Anglesola. It operates mainly in Iberia, with 25% of its client base located abroad—primarily in Chile, Morocco, and Italy.

Agriculture is undergoing an industrial transformation. In recent years, the sector has seen increased consolidation of farming groups and the entrance of investment funds demanding greater oversight and more efficient use of resources. Irrigation, fertilisation, and the use of crop protection products account for 50–60% of total production costs. VEGGA provides tools to manage all these areas effectively.

VEGGA's Solutions Include:

- Irrigation and fertilisation control (via Progrés' Agrónic controllers)
- Digital twin for irrigation forecasting (developed in collaboration with IRTA)
- Predictive models for pests and diseases (Agrigenio decision-support system by BASF)
- Farm management tools
- Digital field notebooks

Eduard Obis, Managing Director of VEGGA and MatHolding executive: "The digital solutions sector in agriculture is heading towards strong consolidation in the coming years. At VEGGA, we aim to become a leading player in this process, and the support of our two partners—MatHolding and Progrés, both industrial benchmarks in the sector—is essential to achieving this."

Ester Segarra, General Manager of Sistemes Electrònics Progrés: “Progrés was founded in 1985 to develop technology for automating irrigation. With VEGGA, we are taking a major step forward in digitalisation, with a renewed commercial and international focus, and a shared set of values with MatHolding.”

Pau Relat, Chairman of MAT Holding: “At MatHolding, we anticipate the future of agriculture and aim to remain at the forefront of emerging trends. VEGGA is a catalyst for digital transformation in farming and a strategic spearhead for our group to continue driving the sector’s modernisation.”

About MatHolding

MatHolding is a global, family-owned industrial group dedicated to the development of solutions and technologies for the efficient and sustainable management of agriculture and water. With roots dating back to 1935, the group’s businesses span from agricultural care — including IQV, specialising in plant health; Regaber, in professional irrigation; VEGGA, in digital crop and farm management; and TerraNostra, focused on the modernisation of agricultural estates — to the water cycle, with Aquestia, dedicated to fluid conveyance and control; STF, specialising in filtration; and Hidroglobal, which focuses on hydraulic projects. The group has a team of more than 1,200 employees located in over 15 countries, operates 10 production plants, and provides services on all five continents across more than 140 countries.

About Progrés

Since 1985, Progrés has specialised in the design and manufacture of electronic equipment for irrigation automation for agricultural estates, irrigation communities, parks, and gardens. Over the years, the company has developed more than 80 agronomic innovations, received nearly 40 awards for technological innovation, and sold over 150,000 units, making it a market leader in Spain and Portugal, with exports to more than 20 countries.

Progrés contributes its technological know-how to VEGGA, drawing on the development of its irrigation controllers, which are recognised for their high quality and performance in the Iberian agricultural market, and are designed to meet the needs of any irrigation system.

More

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