John Deere optimizes his equipment of vegetal protection by means of an agreement with Pulverizadores Fede

In its eagerness to offer the best technological solutions to its customers, Deere & Company, the American multinational agricultural machinery has established an alliance with Pulverizadores Fede - a Valencian SME based in Cheste - to optimize its equipment for the protection of special crops (citrus , fruit trees, vineyard, olive tree).

Deere & Company has signed a global agreement with the Spanish company Pulverizadores Fede, so that the John Deere dealers can market their atomizers in the most important markets of special crops -under the John Deere brand- *which will complete and consolidate its product portfolio*. Pulverizadores Fede is a Spanish company that enjoys an important recognition in the European Union, for the development of a specific technology that provides the highest quality in traceability and protection of special crops.

> Spraying represents 30% of the production costs in special crops and it depends directly on the quality of the harvest and its sale in the market. Currently, approximately 80% of the failure in a treatment is a consequence of the incorrect use of the atomizer

With products such as Smartomizer - the first atomizer of precision agriculture developed by

Pulverizadores Fede, -which has been awarded as Outstanding Technical Novelty at FIMA 2018- agricultural operations will improve the effectiveness and efficiency of treatments, reducing the consumption of chemicals.

With the Smartomizer, which combines the atomizer and a precision agronomic management platform (Specialty Crops Platform), Sprayers Fede has revolutionized the current model of crop protection, directly managing the data of all applications used in crop care and the relevant information of the tractor to have a better visibility of the work.

As indicated by the vice president of the Global Platform of Crop Care at John Deere, Aaron Wetzel, "this alliance complements our portfolio of sprayers thanks to the incorporation of these atomizers to the product range. It also gives John Deere the opportunity to offer a more complete solution to our customers focused on special crops, with the combination of our tractors and precision technology. Our team will continue to evaluate our technology to offer a more complete solution for our customers".

For his part, the general director of Sprayers Fede, Federico Perez, commented, "that a world leader trusts us to design and manufacture the atomizers under his seal is an endorsement of the quality of our equipment. That has always been the key point for us, to offer farmers and agricultural companies tools of the highest level to protect their fields. Now, together with John Deere, Fede Pulverizadores technology will play an important role in the development of sustainable agriculture and the improvement of agro-food security through the digitization of the field in the special crops sector".

About Fede sprayers

Pulverizadores Fede has 50 years of specialization in the protection of special crops. Since 1967 it has been dedicated exclusively and exclusively to the design and manufacture of atomizers and nebulizers. This trajectory and its commitment to continuous innovation make it a benchmark in the sector. Its objective is to produce machines of the highest quality, efficient and respectful with the environment to achieve a productive, profitable and sustainable agriculture. Pulverizadores Fede develops its teams with an active collaboration with numerous research centers and universities to bring the latest advances to the field.

Source: John Deere

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