Yara concentrates the best of its precision agriculture on its new platform MyYara

The firm Yara has taken a giant step in precision agriculture with the launch of MyYara, a digital platform in which all its precision farming tools are integrated and whose objective is to facilitate to the farmer the management of its crops and optimize the yield of the same.

> Yara aims to be the leading provider of digital solutions and services that improve crop nutrition management and provide the best advice to farmers

From this approach, MyYara is born, a great gateway for the farmer that combines all the digital tools of Yara focused on precision farming, *allowing the farmer an integrated management of his*

crops with an intuitive operation and easy to handle. In addition, it is accessible from anywhere with internet connection.

How does MyYara work?

The flow of action is very simple: *the farmer registers in MyYara and once discharged, describes his farm and plots and requests access to the different tools.* From this point you only have to access your account every time you want to consult one of the tools available to see the recommendations made for your crops.

MyYara integrates the following applications:
• **YaraTera ™ Fertigation Software:** tools for the realization and management of subscriber plans in open field crops (coming soon for greenhouse vegetables). All the nutritional information of your farm organized in one place, with the possibility to consult information from past campaigns to compare and make decisions.
• **Megalab ™:** nutritional recommendation service based on foliar and soil analysis, providing reliable macro and micronutrient data. Response between 7-10 days in your email with ISO 17025 certification, which guarantees the quality of the results.
• **Yara Water Solution:** irrigation recommendations in plots, monitoring of the water status of the crop and its evolution. Optimization of water use with a minimum water footprint since it allows a saving of water between 20-30%.

Yara Connects

With the launch of MyYara, Yara wants to continue advancing in the development of new technologies and establishing new forms of interaction between operators in the agriculture sector.

This means not only creating new distribution channels or making changes in the short term, but also establishing new forms of communication, different information flows that facilitate the implementation of new technologies in the management of farms and that lead to an optimization of production . This will result in an improvement in the general productivity of the sector, starting with farmers.

> Companies and institutions have the task of leading the way towards modern agriculture, working on the development of new technologies that facilitate the work of the farmer and optimize the use of resources

MyYara and the tools for a precision agriculture that integrates put in value the strong commitment of Yara by the digital development in agriculture. These tools will gain functionality and connectivity among them, while incorporating other functionalities and synergies will be established with other agents in the sector.

REGISTER IN MyYARA

Source: Yara Iberian

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