

CUSTOMER TESTIMONIAL



BRAZILIAN FARMER USES GREENSEEKER SYSTEM TO ADDRESS SUGARCANE PLANTING FAILURES

Victor Campanelli, owner of Agro-Pastoril, farms 8,000 hectares of sugarcane, 2,000 hectares of corn, and raises cattle in Sao Paulo, Brazil. He is using the Trimble® GreenSeeker® crop sensing system in a unique way that's helping him better determine where he has skips and planting failures within his sugarcane crop.

Mechanical sugarcane planting continues to gain popularity in Brazil due to labor shortages. However, mechanised planting has an average fail rate of 20 percent, which can decrease profits and cause a farmer to have to replant his entire field earlier than desired. Since the same sugarcane crop is re-harvested year after year, the goal is to stave off replanting until the sixth or seventh year.

Campanelli has found a unique way to use the GreenSeeker system to determine where sugarcane skips and failures have occurred. The GreenSeeker system uses optical sensors to measure and quantify the health of a plant, which can be used to indicate basic nutrient response, crop condition, yield potential, biomass, and leaf area. The higher a crop reading is, the better the plant's health, while a low reading can indicate struggling plants. In Campanelli's case, he is focusing on areas with poor readings to indicate where he needs to replant due to skips or planting failures. By using Farm Works™ Mapping software, Campanelli can then create a prescription map which directs him to the exact locations in his fields where replanting is needed. Campanelli is initially utilising the GreenSeeker system in this way on 1,000 hectares of his sugarcane.

"GreenSeeker has given me another management tool I can use to make better decisions about my planting operation," said Campanelli. "It enables me to determine exactly where I have planting failures so I can target where to replant, and that means I can hold off replanting my entire field by a year or two."

"It costs \$2,500 to replant a hectare of sugarcane, so if I can postpone replanting my entire field even by one year, I have more than paid for the GreenSeeker system," adds Campanelli. "And with the price of sugarcane at around \$3,700/hectare, adding another harvest or two is very profitable."

In the future, Campanelli also plans to use the GreenSeeker system for nitrogen application on his sugarcane.

In addition to the GreenSeeker system, Campanelli's farming operation also uses the Trimble Autopilot™ steering system, Field-IQ™ crop input control system, FmX® integrated display, CenterPoint™ RTK correction service, Rawson® drive, and the Connected Farm™ solution's vehicle-to-vehicle communications, fleet management, and office to field data exchange.