

Complete agronomic management solutions for one of the largest farming groups in Brazil

The Challenge

Bom Jesus wished to capture agronomic and operational data over a large tract of land in order to optimize the production of soybean, maize and cotton. They also wanted to automate decision-making processes, including proprietary methods and models. This was impossible to do with pen and paper or any off-the-shelf software.

The Solution

Agritask provided an agronomic operations platform tailor-made exactly to Bom Jesus' requirements. It accommodates customized protocols, workflows, models and reports, and integrates seamlessly with other 3rd party systems used by Bom Jesus, ranging from machinery to ERP.

The Results

Bom Jesus has been able to digitize its entire operations, from pre-planting to post-harvest in a way that fits its unique work methods. The Agritask platform was adopted to cover 205,000 hectares and has become a central piece of operations, regularly used by 180 employees across all levels.

About Bom Jesus

Premier agribusiness in Mato Grosso

Bom Jesus is one of the largest agricultural conglomerates in Brazil, cultivating over 205,000 hectares of soy, maize and cotton, among other business activities. It combines best-in-class modern farming techniques with a long-term approach to agricultural planning, resulting in sustainable yield well above the average in Mato Grosso. Its high-quality products are marketed to the largest processing companies across the world, as well as directly exported.



The Challenge

The quest for a best-in-class agronomic platform

Always marching forward, the team at Bom Jesus recognized the need to move toward digital agriculture long before it became a buzzword. They have been at the forefront of modern agronomy with significant proprietary know-how resulting from five decades of experience. They have long adopted technologies such as smart machinery and sensors, and they knew that digitization of various processes would be the only way to capture and make the most out of their data.

In their search for an operations platform, Bom Jesus sought a long-term partner who could not only embed their unique work methods into the platform, but also integrate with other existing systems for holistic decision-making. The platform would also need to be comprehensive, covering the entire ag-operations. Bom Jesus selected Agritask after trying several options, and signed a multi-year service agreement.

The Solution

Generating value from pre-planting to post-harvest

Agritask has been instrumental to daily operations at Bom Jesus from day one. The Agritask platform is used for:

- **Plant and growth monitoring:** Collect field measurement data throughout the season via mobile app, including stand, phenological stage, height, yield estimation and much more. Managers can check the exact location and timing for each data entry from scouting.
- **Crop protection:** Scout for pests, diseases and weeds via mobile app, according to Bom Jesus' unique protocols. Collected data is visualised via tables, charts and maps with coloured markers according to specified thresholds.
- **Planning, approving and executing field activities:** Including integration with the ERP system to track costs of resources used. Plan and collect operational data for specific purposes - for instance, spraying data comprised of flow rate, temperature, wind speed, nozzle type and more.
- **Machinery integration:** Integrate with machinery to track field coverage, location, speed and RPM.
- **Weather data integration:** Integrate with digital pluviometers and virtual weather stations; enable reporting via mobile app for additional parameters.
- **Remote sensing:** Provide satellite data to track vegetation index (NDVI).
- **Post-harvest management:** Including registering yield and quality indicators in-field; track harvest and locate cotton bales to aid logistics planning.
- **Automating customized executive reports:** Provide a summary report of field status and activities throughout the season, in the format defined by Bom Jesus.



The Results

Expanding in scope and scale

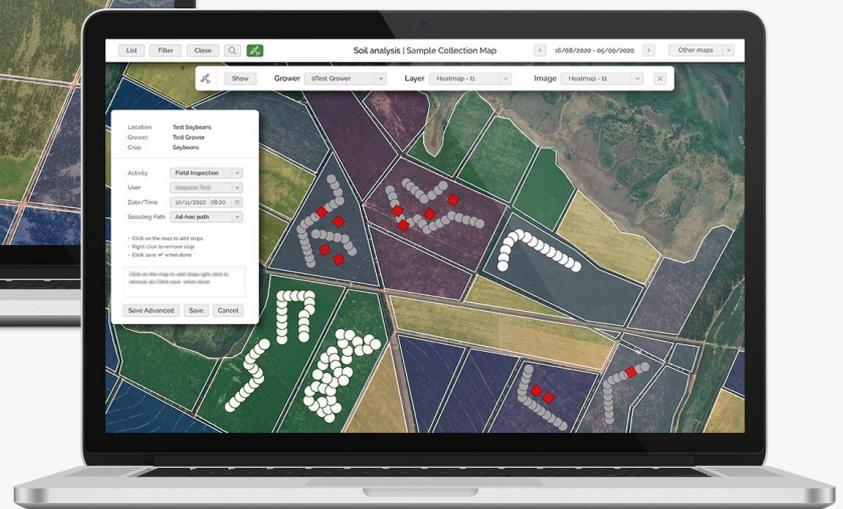
Over time, Bom Jesus has developed a comprehensive database of their fields down to the plot level, enabling them to continuously learn and improve. From one season to the next, the scope and scale of work have expanded significantly. Today, the Agritask platform has digitized nearly 1,300 plots including polygons and other relevant information such as individual codes, crop types, and farm managers. It is used by 180 employees on all levels of the organization, from field scouts to top managers and owners.

Douglas Mistura, Director of Agricultural Production at Bom Jesus: *We have been using Agritask since 2018. Our intention was to have an agricultural management platform capable of providing real insights on the crops and how they were developing, in a practical and efficient manner. And it had to be a tool capable of facilitating the lives of those working in the field. Agritask has been our partner and developed a customized platform to meet Bom Jesus' needs. Since then we have been evolving and growing and have expanded the use of this tool to all farms of the company. Our teams today are highly qualified and prepared and use this tool intensively. Consequently, we improved our results, reduced our costs and we rest assured that each hectare of our crops is being well taken care of.*

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