



Doosan Bobcat Expands Global Brand Strategy

Connecting farmers and shoppers for more sustainable consumption

Ghana: 'Coconut Husk Has Potential to Promote Prosperity'

Morocco Seeks To Import 2 Million Metric Tonnes of Soft Wheat

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Minister of Agriculture, Land Reform and Rural Development, Thoko Didiza, has welcomed the signing of the Joint Declaration of the 13th Meeting of Brazil, Russia, India, China and South Africa (BRICS) Ministers of Agriculture.

The Declaration outlines areas of collaboration, cooperation and agreement on various interventions among BRICS member countries on agriculture.

These include reducing the impact of climate change on agriculture and food production; ensuring access to food for the most vulnerable; agriculture trade and investment; enhancing agricultural technology cooperation and innovation, and strengthening exchange of agricultural information.

“On climate change, the BRICS Ministers of Agriculture called for the provision of means of implementation for developing countries to enable them to reduce the negative impacts of climate change on food security by enhancing the adaptive capacity and resilience of people, food, and agriculture production systems.

“They further resolved to advocate for joined efforts among BRICS member countries to address climate change impacts on agriculture. The Ministers also support the adoption of agricultural best practices that align with internationally agreed goals, such as the Sustainable Development Goals (SDGs),” the Department of Agriculture, Land Reform and Rural Development said on Monday.

The Ministers noted that the challenges to achieve food security and nutrition are multi-sectoral and multidimensional. They emphasized the need for a collaborative approach among the BRICS countries in ensuring access to food for all.

In addition, they acknowledged the significance of food and nutrition security programmes, including food safety nets to reduce hunger and malnutrition among women, youth, children, older people, and persons with disabilities.

The declaration was signed last week at the conclusion of a four-day gathering of the BRICS Ministers of Agriculture in Mookgopong in Limpopo, South

Africa.

Over the gathering (8 - 12 August), delegates from BRICS deliberated on various challenges under the theme, ‘Strengthening collaboration towards sustainable agricultural production and increasing productivity’.

On agriculture and rural development, the Ministers committed to accelerate existing national agriculture and rural development programmes and initiatives, with a focus on revitalising rural economies, and attracting public and private investment, while fostering skills development.

“The Ministers also support the reform of the global agricultural trade system through measures that support developing economies.

“Furthermore, the Ministers encouraged policies enhancing open, free and fair agricultural trade, and encouraged the removal of unjustified trade restrictions,” the department said.

The full declaration can be accessed on the DALRRD website: www.dalrrd.gov.za.

AFRICAN AGRI INVESTMENT INDABA



Achieving Food Security Through Private Sector Investment: The Battle of Narratives

Africa is well positioned to become the global breadbasket; with 60 % of the world's unused cropland spread across the continent that can be used for farming, it has the potential to emerge as a major food supplier. African governments are prioritising agriculture on their respective development agendas, and this shift has been supported by increased access to technological innovations and investments the last couple of years. However, despite those positive developments, African food systems have been severely impacted by external shocks in recent times. Why are African countries in danger of facing serious food shortages, despite years of policy reforms, investments and vast unexploited land resources? Why is the continent's food system so vulnerable to global shocks? How can Africa strengthen its food systems with the clear objective of becoming a food exporter?

Different stakeholders over the years have presented reasons why the continent continues to face so many challenges in the food and

agriculture industry, and different solutions have been explored, analysed and implemented to achieve food security - whether it is the diversification of African food systems through the move from the major global commodities to more investment made towards African indigenous and resilient crops, or the development of Special Agro-Industrial Processing Zones, or the establishment of incubation farms, the implementation of community based projects to develop targeted value chains. One thing is for certain, the food and agriculture industry presents a massive commercial opportunity for the private sector.

The food and agriculture value chain offers a growing number of attractive investment opportunities, driven by some compelling global trends. Demand for both primary and value-add food is growing in emerging economies and demand in developed markets is tending towards more niche good-for-you products; this demand is being achieved through cross border M&A activities and is spreading into emerging markets through private equity strategies as a gateway to new markets, secure supply chains

and a response to regulatory and trade changes. There's never been a better time to gather high level stakeholders in food and agriculture in one place to connect, conduct business and discuss the commercial economics of food and agriculture.

The African Agri Council is pleased to announce the 6th edition of African Agri Investment Indaba (AAIL) which will take place from 20 - 22 November 2023 at the Cape Town International Convention Center in Cape Town. This year's edition of the Agri Indaba focuses on "achieving food security through private sector investment: the battle of narratives". Far too often, the African continent has been perceived as an unpredictable place for business - the battle of narratives is as important as the battle to secure private sector investment in African food and agriculture.

The African Agri Investment Indaba 2023 or AAIL23 will feature the 2nd edition of DFI Forum, Banking & Microfinance In Agribusiness Forum, high level policy discussions where forward-thinking policy and development priorities are presented and assessed, Investment .



Connecting farmers and shoppers for more sustainable consumption

Calls for greener, more sustainable consumption, alongside consumer pressure to find lower prices and forge closer connections with food producers, and small-scale farmers struggling with low margins, are fuelling an innovative new approach to e-commerce.

Small-scale farmers in South Africa face significant challenges. Farming is a capital-intensive, uncertain process, with punishingly tight margins. A multitude of costs, including transport, storage, agricultural inputs and energy eat into revenue. After all this, your product is sold to one of several intermediaries before it ends up in retail stores.

Consumers are also feeling the pressure. As food and fuel prices continue to rise, shoppers are looking for ways to obtain better prices and more direct relationships with producers. The answer to both these problems could lie in innovative new group-buying platforms such as SOLshop.

Group buying, or "social e-commerce" platforms allow groups of individual consumers to easily coordinate buying activities, benefiting from group discounts. SOLshop collaborates directly with local farmers and producers, allowing lower-than-wholesale prices on food, including fruits and vegetables, as well as household and beauty products. SOLshop users form

groups of friends or other app users to access these deals. The more shoppers that collaborate, the bigger the savings.

Jonathan Holden, COO of SOLshop, says, "The SOLshop marketplace is not only about group buying but is an ideal opportunity for farmers and local producers to sell their products directly through the platform. With the cost of living on the rise, this easy-to-operate platform provides a practical solution for individuals to buy in bulk and save, and for producers to live the farm-to-table movement, creating a win-win situation for both parties."

As Cobus de Bruyn, Nedbank's Head of CVPs for Agriculture,



recently wrote: “Traditional agricultural value chains involve multiple intermediaries between farmers and consumers. Typically, farmers sell their produce at the farm gate to middlemen. Produce then passes through multiple intermediaries – each of which adds margins – before reaching the consumer. Agricultural e-commerce provides a simplified approach to trading because buyers and sellers are directly linked. This streamlines the agricultural value chain and reduces inefficiencies in the distribution of farm produce.”

This simplified process puts farmers in direct contact with new markets and allows them to increase profit margins. It also has the potential to reduce

wastage and costs associated with transport, storage and logistics, with associated reductions in greenhouse gas emissions and other pollutant effects. For consumers, direct links with farmers lower prices and result in more authentic connections with local producers and produce.

If these effects are sustainably realised it could be transformative for the agricultural sector, removing many of the barriers to entry for prospective small-scale farmers in South Africa and beyond.

In South Africa, the social e-commerce market is led by SOLshop. SOLshop connects wholesalers and customers in one friendly ecosystem, allowing

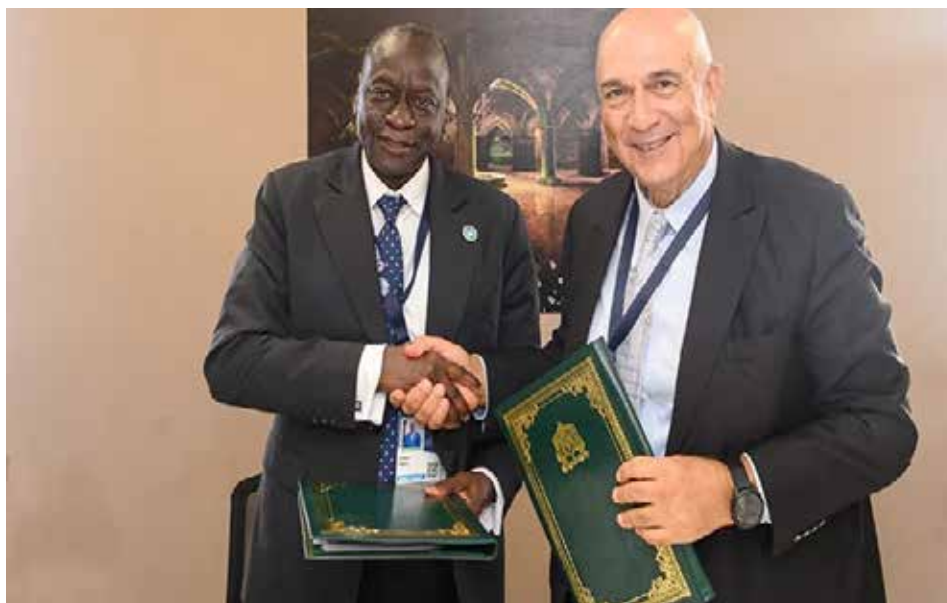
individuals to conveniently access daily discounts on hundreds of products through the SOLshop app.

SOLshop has a large and growing delivery zone and 15+ pickup points around Johannesburg and has grown rapidly based on its ability to connect consumers with low prices and local producers.

The group-buying model has the potential to scale significantly in South Africa, which is a well-connected country with a high cell-phone penetration rate, and strong consumer pressure to benefit from lowering grocery and household-item budgets while building networks and communities.



OCP Group and World Bank Join Forces to Boost Food Security and Agricultural Development in West Africa



World Bank Vice President for Western and Central Africa, Ousmane Diagana and OCP Chairman Mostafa Terrab sign partnership agreement to unlock opportunities for African farmers to improve agricultural productivity and soil health in Benin, Guinea, Mali and Togo.

Photo credit: World Bank

The partnership will unlock opportunities for African farmers to improve agricultural productivity and soil health through the use of customized fertilizers and sustainable farming practices.

MARRAKECH, October 11, 2023 – The World Bank and the OCP Group today announced a game changing partnership to support farmers in West Africa and the Sahel.

At the World Bank and IMF Annual Meetings in Marrakech, the OCP Chairman Mostafa Terrab and World Bank Vice President for Western and Central Africa

Ousmane Diagana signed a Memorandum of Understanding (MoU) to foster cooperation and programs benefitting five million farmers in Benin, Guinea, Mali, and Togo, covering 10 million hectares. This cooperation aims at accelerating investments and reforms to make fertilizers more accessible and affordable to farmers. “These projects are an important step towards unlocking Africa’s potential in global food security,” said OCP Group’s Chairman and CEO, Mr. Mostafa Terrab. “The goal is to drive a just and sustainable agricultural transition, by widening the access of farmers in West Africa to customized fertilizers that nourish the soil and improve crop yields, which in turn enhances the livelihoods of farmers, thereby contributing to African development and prosperity.”

This is a critical partnership to help achieve the commitments made by the Ministries of Agriculture and Food Security of member countries of the Economic Community of West

African States (ECOWAS) in the Lomé Declaration endorsed in May 2023.

“Both our institutions believe in accelerating investments and reforms to support a resilient agriculture that promotes sustainable development and creates jobs. This partnership between the World Bank and the OCP Group is turning the Lomé Declaration into action,” said Ousmane Diagana, World Bank Vice President for Western and Central Africa.

The partnership will focus on five areas of cooperation: (i) Improving soil health and fertility through digital soil mapping analysis and customized fertilization; (ii) Establishing agricultural technology and service centers to train and support smallholder farmers; (iii) Launching a Digital Farming School program to foster local capacities and entrepreneurship to transform the agri-food sector; (iv) Strengthening the capacity of ECOWAS to operationalize its Roadmap on fertilizers and soil health; and (v) Supporting the establishment of a Regional Center for Soil Health and Fertility management in West Africa hosted by the International Institute of Tropical Agriculture (IITA).

Under the partnership, both institutions reaffirm their commitment to the United Nations’ Sustainable Development Goals, in particular SDG 2 on hunger and food security, and SDG 13 on climate change.

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China lifts ban on SA wool exports

China has lifted restrictions on the import of wool from South Africa, the Department of Agriculture, Land Reform and Rural Development said on Tuesday afternoon.

The value of wool produced in SA is around R5 billion per annum. Usually, between 70% and 80% is exported to China. In April this year, China imposed an import ban on South African wool following outbreaks of foot-and-mouth disease (FMD) in parts of the country.

There was already a sharp fall in prices at the recent first auction of SA's new wool auction for this season due to the Chinese ban. Leon de Beer, CEO of the National

Wool Growers Association of SA (NWGA), warned at the time of an even greater impact if the Chinese ban remained in place.

Apart from about 8 000 commercial sheep farmers, there are about 40 000 communal smallholder farmers who contribute 14% to SA's total wool exports. The SA wool industry estimated it had so far lost an estimated R734 million in wool exports to China.

Minister of Agriculture, Land Reform and Rural Development Thoko Didiza and Minister of Trade Industry and Competition Ebrahim Patel said in a statement that they welcomed China's decision to lift the ban.

According to Patel, the engagements with China were conducted "in a positive manner and the coordinated efforts by different parts of the SA government greatly assisted".

Local agricultural organisations regarded China's ban as unjustifiable, because so far no outbreaks of FMD had been recorded in major wool-producing areas. Furthermore, the local wool industry has measures in place to protect the wool.

Last week, Didiza announced a national 21-day ban on moving cattle to curb the spread of the disease - among the world's most infectious animal illnesses.

In-Transit cold sterilisation is good news

Since the beginning of 2022, South Africa has exported more than 2.5 million boxes of apples and pears to India, and the demand is increasing year-on-year, says Hortgro.

According to Hortgro, apple varieties such as Royal Gala, Bigbucks, and Top Red have remained favourites, while for pears, Packham's Triumph, Vermont Beauty, and Forelle have been the most popular.

Tru-Cape Fruit Marketing, South Africa's largest exporter of apples and pears, says the recent announcement by the Government of India approving in-transit cold treatment for South African apple and pear exports to

India is good news.

According to Hortgro's General Manager for Trade and Markets, Jacques du Preez, South African suppliers and Indian importers stand to benefit. "With the in-transit cold treatment procedure, I believe the suppliers and the Indian importers both stand to benefit as the transit time reduces considerably. South African apples and pears have received a phenomenal response from Indian consumers, and we believe that the volume will rise significantly due to this announcement."

Pienaar explains that the change involved going from a land-based, to an on-board sterilisation process. This will free

up at least two to three weeks which is crucial in ensuring the quality of the product arriving in India. Pienaar says, "Although India is still a relatively small market for us we are excited about the prospects of growing our footprint in India with its population of close to 1,3 billion people. This is definitely a step in the right direction in order to aggressively grow this market."

Hortgro says that among the advantages of the cold treatment of the products in-transit is that better quality and fresher fruit arrives at the destination country. This change in the process allows shippers to increase the length of the season and consumers to get fresher fruit.

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Ghana: 'Coconut Husk Has Potential to Promote Prosperity'

Chief Executive of CocoBenz, Bender Owusu Bediako Antwi, says the coconut husk has great potential for the Ghanaian economy which must be harnessed to reduce poverty and promote prosperity of the country.

By Clement Adzei Boye

"For many Ghanaians, the coconut husk is a mere waste (bola), however, it has significant value addition. If food production falls in the next 20 years, young people will be hit the hardest.

Indeed, we need more young coconut producers, more young agriculture experts and more young coconut processors and market owners to eradicate hunger and poverty," he said.

Mr Antwi made these arguments in an interview with the Ghanaian Times after the launch of the 2nd International Coconut Festival, 2022, organised by Ghana Export Promotion Authority (GEPA) and the African Coconut Group, at Ampain in the Ellembelle District in the Western Region, last Friday.

It was on the theme "Repositioning Ghana's coconut sector for accelerated industrialisation agenda." Mr Antwi, an advocate for youth in the coconut value chain, added, "Coconut peat, for example, is produced from coconut husk. It has been proven to serve many purposes such as nursing seedlings, bedding plants, planters, gardens, greenhouse farming and large-scale tree planting".

He mentioned that a baseline survey conducted by the Coconut Waste Project (COWAP) revealed that there was a growing market for coco peat (mulch) fertiliser in Ghana.

The baseline report, he said, also indicated that key end-users of coconut waste value-added products included market actors in the mining sector, hospitality sector, and the agricultural/forestry sector.

Mr Antwi told the Ghanaian Times, "These actors consist of medium to large scale companies that rely on coconut waste value-added products in their line of

activities. The hospitality industry serves as a market for coconut value-added products such as coconut-waste-paper-bags and charcoal briquettes.

"Many of the companies in the hospitality industry, including shops, malls and restaurants, rely mostly on the use of paper bags for packaging their products. This is their contribution to promoting a healthy and green environment."

Besides, Mr Antwi noted that at a time when unemployment was skyrocketing in Ghana, the aggregation of coconut waste husk would be a good source of employment for the youth, and commended GEPA and partners for "such a good initiative to push the value chain in coconut."

"Notwithstanding how lucrative the sale of the fresh coconut water and recycling of the husks, the coconut oil business is a profitable business. Coconut oil market finds applications in food, household detergents, metal working fluids, paints and coatings, soaps, textile chemicals, plastic industry, pharmaceuticals and cosmetic industry," he said.



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Doosan Bobcat Expands Global Brand Strategy



Doosan Bobcat has expanded its global branding strategy as it announces its RYAN turf renovation equipment will rebrand under the Bobcat trade dress in 2024.

75 Years of Tradition Continues

RYAN equipment joined the Doosan Bobcat portfolio in 2020, following the acquisition of BOB-CAT Mowers and the Steiner and RYAN brands from Schiller Grounds Care. RYAN has produced trusted turf renovation equipment for more than 75 years and features a unique product line-up including aerators, sod cutters, dethatchers, power rakes, overseeders and other

speciality products that serve landscaping and grounds care professionals across a variety of industries including golf, sports turf, landscaping and rental.

Streamlining Branding Approach

Following the company's success in new product lines such as mowers, compact tractors and grounds maintenance equipment, Bobcat has streamlined its branding approach to strengthen overall brand equity, market recognition and consumer recall of all product offerings. The transition aims to create a cohesive customer experience and grow the

organization's footprint, making the brand more accessible to more customers in more places.

"Bobcat has been a recognized name for decades - known for its toughness and versatility. We are proud to extend the brand to new product categories so we can empower even more people to accomplish more," said Scott Park, Doosan Bobcat CEO.

Earlier this year, Doosan Bobcat announced its Doosan Industrial Vehicle and Doosan Portable Power brands would transition into the Bobcat product portfolio in Europe, Middle East, Africa and



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applicable markets worldwide in 2024.

"The Bobcat brand has experienced significant growth in recent years, and we acknowledge the potential to expand the brand in bold and innovative ways by introducing it into new product categories and growing their potential under one roof," said Jeongwon Park, Vice President of Marketing and Channel Development at Bobcat EMEA.

With this refreshed identity, RYAN products will undergo design and aesthetic changes in alignment with current Bobcat branding. The turf renovation equipment is

produced at the Doosan Bobcat manufacturing facility in Johnson Creek (Wisconsin, USA) and will continue to be manufactured there following the brand transition.

Bobcat-branded RYAN equipment, along with its newly rebranded material handling and portable power is expected to be available for customer purchase through Doosan Bobcat's extensive, global dealer network in 2024. Bobcat and these rebranded product lines will proudly remain part of the broader Doosan Group portfolio.



High-performance power products keep the country's wheels turning

High-performance power products keep the country's wheels turning. South Africa's crippling electricity problems, which leave the country without power for many hours a day, are causing grave difficulties for businesses and households.

"The inability of the country's primary electricity supplier to meet demand, has called for the private sector to step up and provide solutions that help keep businesses, educational facilities, hospitals, farms and homes running, even in the event of power outages and load shedding," says Ryan Robertson, Vert Energy's Sales and Marketing Director. "Through our specialist divisions - Electric Power Generation (EPG), Industrial Power Products and Energy on Call - Vert makes sure all sectors are able to keep their power on.

"The main focus of our business is on electric power generation, by delivering solutions to marine and land-based applications. Our range of products are used in diesel, petrol, gas, steam, hydro and PV-hybrid applications. One of the strongest drivers in our product selection has been to opt for environmentally-conscious class rated products that optimise fuel consumption, reduce emissions and boost energy savings across our diesel and petrol engine ranges.

"Our team of service engineers and product specialists offer a dependable technical advisory service when product selection is required and a skilled engineering support service to ensure a seamless power generation experience from purchase to commissioning, thus ensuring

every system performs to exact sites requirements. Vert Energy's maintenance and repair service to customers throughout Africa ensures all systems operate at peak performance for an extended service life. Our qualified and experienced technicians travel throughout Southern Africa and the rest of Africa to service small and large generators. The team has recently completed projects in Rwanda and Madagascar.

"By working closely with market-leading partners, we are able to meet our customers' exact electro-mechanical requirements and as our company adapts to constantly changing demand, we strive to create a brighter, greener future for our team, our customers and our suppliers." Vert Energy has expanded its operation significantly since its inception in 2011 and has recently moved to larger premises in Westlake View, Modderfontein. The new 4 500 m² bespoke facility has been designed with specialised material handling facilities, additional workshops and mezzanine parts stores to optimise service capabilities of the company. The rationale for the expansion is to continue providing high levels of operating efficiencies and service delivery throughout the African continent, in line with continued growth of the business.

Vert Energy's range of quality branded products includes AGG and Yanmar engines, Leroy Somer EPG, NSM 2 pole alternators for portable products, DEIF power management controllers, lighting towers and load banks.

The first half of 2023 has seen fur-

ther product launches within the portfolio of AGG diesel engines, offering a range that extends from 16 kW to 800 kW. The company also introduced the AS25000 series of diesel engines to the market in February this year. These engines deliver optimised power, from 500 kW to 800 kW and feature Tier3 Emission compliance as a standard. The delivery of a Tier3 engine is a first, where most other products in this power band are sold as a non-regulated emission engines, with an additional charge for emission optimised engines.

Although South African legislation does not enforce these standards as strictly as other countries in Europe and Asia, Vert Energy has pursued this strategy in line with its environmentally-conscious approach. The company has received positive feedback from OEM's and end users who use AS25000 engines in applications like mining, retail, industrial and water treatment facilities, achieving results of excellent load acceptance and fuel efficiency.

Vert Energy has also launched its own range of Vert Industrial Power Products. The extensive range of power products - available in both diesel and petrol options - offers the maximum permissible power output, ensuring optimum performance and efficient fuel consumption.

Vert Energy's petrol engines, which conform to Stage V emission regulations, are available in 6 HP (4.5 kW) units to 35 HP (26 kW) and are used mainly in construction equipment and power generation applications.

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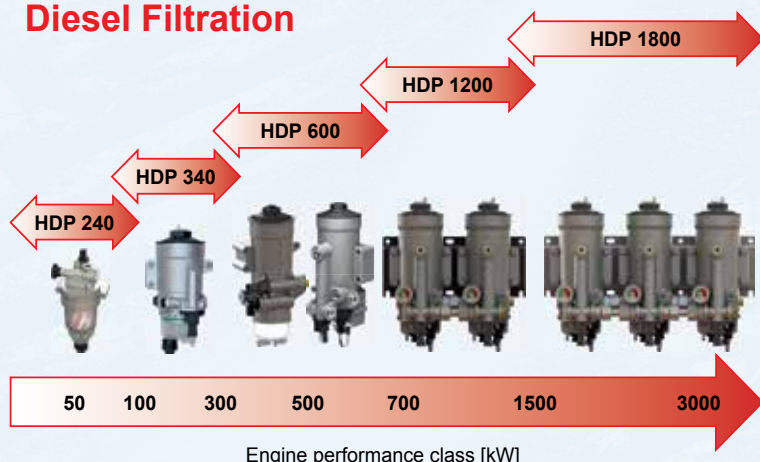
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- ISOBus control technology with remote monitoring.



How agritech startups are contributing to SA's agriculture

Despite little VC capital, South Africa's agritech sector is pushing ahead. TechCabal caught up with a few to get more info on their contributions to SA's breadbasket sector.

According to Wandile Sihlobo, an agriculture economist and author, technology has played a significant role in making South Africa's agricultural sector the most advanced on the continent. "South Africa has been able to make great strides in biological and mechanical engineering technologies, which has seen the country's agriculture sector's output more than doubled since 1994," Sihlobo told TechCabal.

The importance of technology in the sector is reiterated by Amanda Chembezi, a member of the board of directors of the Center for Coordination of Agricultural Research and Development for Southern Africa (CARDESA). CARDESA seeks to coordinate and harmonise the implementation of agricultural research and development in the 16 member states, including South Africa.

"When we talk about food security in Southern Africa, technology is at the forefront of enabling us to increase our food sufficiency and our production levels as well the effectiveness by which we produce food," Chembezi told TechCabal.

Despite the clear importance of technology to the agriculture sector, the sector is struggling to incorporate new technologies along its value chain. Numerous agritech startups in South Africa

are building unique solutions to accelerate the adoption of such technologies to boost the sector. These solutions aim to address the challenges, both in the production and distribution parts of the value chain, facing the country's breadbasket sector.

Agritech startups boosting agriculture production

One of those startups is Tsehla Holdings, a startup specialising in hydroponic farming. Hydroponic farming refers to growing plants using a water-based nutrient solution rather than soil. Tsehla claims to help farmers use about 90% less water than conventional farming methods, a sell factor statistic in a country where water is classified as a scarce resource.

"Technologies like hydroponics help tackle adverse and unpredictable weather patterns which can lead to droughts. With such technologies, we can control our production, thus ensuring that whatever happens with the weather, at least the production of food continues to go on," Roseline Mapuranga, founder of Tsehla, told TechCabal.

Mapuranga shared that the main challenge she faced was access to funding, as hydroponics is cash-intensive. She secured an investment from the Africa Trust Group which she used to refine the company's go-to-market strategy. After that, she landed a supplier contract with one of South Africa's leading retail chain stores. Tsehla is also an alumnus of the Grindstone X program, one of the country's leading

accelerators.

Another startup using newer technologies to boost production in South Africa's agriculture sector is AgriLogiq. The startup, founded by Joel van der Schyff, enables farmers to optimise crop yield through a fully automated greenhouse management system. The system includes a cloud-based IP-intensive software platform to allow wireless and intelligent poly greenhouse automation.

"One of our key products is a ventilation system that gets you to 70% of the efficiency of a traditional closed greenhouse at 50% of the capex cost and 20% reduction of running costs. That helps to bring water and chemical usage, leading to a massive impact on a farmer's bottom line," van der Schyff told TechCabal.

Founded in 2021, van der Schyff shares that AgriLogiq has deployed its proprietary system in over 25 farms across the country, tripling its turnover within its first year of operations and is on track to do so again in the current financial year. The company also resells its system to other greenhouse manufacturers in the country.

Van der Schyff states that education on deploying technologies in agriculture has been a pressing challenge. To address that, AgriLogiq is creating an open-sourced education space within its infrastructure to teach people about efficient farming.



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Morocco Seeks To Import 2 Million Metric Tonnes of Soft Wheat



In order to face the challenges posed by the drought, Morocco plans to import 2 million tons of soft wheat.

Morocco's National Interprofessional Office for Cereals and Legumes (ONICL) announced the news, stressing the country will offer subsidies to import the soft wheat from the period of October 1 to December 31.

Morocco's Finance and Agriculture Ministries approved the import scheme, ONICL said. Subsidy details will be published in a separate note.

The move comes as Morocco is experiencing a prolonged drought due to lack of rainfall and rising temperatures, which has directly affected agricultural production.

In the 2022-2023 agricultural season, Morocco announced a cereal production of 55.1 million quintals – which was a significant increase of 61.8% compared to

the previous season.

The 2021-2022 season was the worst as the North African country's production reached 34 million quintals only compared to the 2020-2021 season, whose production accounted for over 100 quintals. Last year's production registered a decrease of 67% compared to the previous session.

To address the situation, Morocco has announced changes to its wheat import subsidies to encourage companies to bring more wheat pouches from other markets.

In March this year, the interprofessional office introduced an amendment, encouraging companies to import grain products from the Black Sea region.

Experts in the markets have been urging the government to resort to Russian cereal markets.

The National Federation of Mills President, Moulay Abdelkader Alaoui said that the reopening of doors for imports from Russia will contribute to boosting Morocco's position as diversifying its sources in terms of wheat imports.

The expert said that Morocco had to exit the Russian market following the start of the war in Ukraine.

In September, Russian ambassador to Morocco Vladimir Baibakov stressed that Russia is ready to supply the North African country with wheat at reasonable prices.

Baibakov stressed that the two countries "buy goods that are most demanded on their markets from each other."

Moroccan imports from Russia include coal and petroleum products, while Russia's imports cover citrus fruits and fish.

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Global conference on Sustainable Agricultural Mechanization



CIMMYT participated in the inaugural Global Conference on Sustainable Agricultural Mechanization, organized by the Food and Agriculture Organization of the United Nations (FAO) from September 27-29, 2023. The gathering provided space for focused dialogues to prioritize actions and strengthen technical networks for sustainable development of agricultural mechanization.

Bram Govaerts, CIMMYT director general, presented a keynote address on September 27 regarding climate change and mechanization. As a global thought leader and change agent for climate resilient, sustainable and inclusive agricultural development, CIMMYT has many specific initiatives centered on mechanization for facilitating machine innovations and scaling-up improved farming practices for sustainability and farmer competitiveness.

Bram Govaerts delivered a keynote address. (Photo: CIMMYT)

Collaboration is a hallmark of CIMMYT's endeavors in

mechanization, including a strong partnership with local governments across Latin America, Africa and Asia, and international cooperation agencies, supporting the Green Innovations Centers installed by GIZ-BMZ and working on accelerated delivery models together with USAID, in Malawi, Zimbabwe and Bangladesh, to name only a few. Further, local value chain actor engagement is crucial and necessary in this work to connect farmers with viable solutions.

CIMMYT has a long history of leading projects aimed at mechanizing the agricultural efforts of smallholder farmers, including the successful MasAgro Productor in Mexico and FACASI (farm mechanization and conservation agriculture for sustainable intensification) in East and South Africa. At present, the Harnessing Appropriate-Scale Farm Mechanization in Zimbabwe (HAFIZ) project is working towards to improve access to mechanization and reduce labor drudgery while stimulating the adoption of climate-smart/sustainable intensification

technologies. The project engages deeply with the private sector in Zimbabwe and South Africa to ensure long-term efficacy.

The Scaling Out Small Mechanization in the Ethiopian Highlands project was active from 2017 to 2022 and increased access for smallholder farmers to planting and harvesting machines. Farmers using two-wheel tractors furnished by the project reduced the time needed to establish a wheat crop from 100 hours per hectare to fewer than 10 hours. CIMMYT's work was in partnership with the Africa-RISING program led by the International Livestock Research Institute (ILRI) in Ethiopia.

"At CIMMYT, we work knowing that mechanization is a system, not only a technology," said Govaerts. "Sustainable mechanization efforts require infrastructure like delivery networks, spare parts and capacity development. Working with local partners is the best way to ensure that any mechanization effort reaches the right people with the right support."

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Goodwell Supports Agricultural Innovation in West Africa with Complete Farmer Investment

This underscores the necessity for all countries to shift their approach and increase funding for research and development, he added.

Goodwell is pleased to announce its recent investment in Complete Farmer ("CF") – a digital marketplace that brings together African farmers and international buyers to create a stronger, more efficient agricultural value chain in West Africa. Working in collaboration with long-term partner Alitheia Capital, Goodwell invested USD 2 million in equity via its uMunthu II fund. The pre-series A round raised a total of USD 10.4 million in equity and debt, attracting the participation of industry leaders such as the Acumen Resilient Agriculture Fund (ARAF), Proparco, Newton Partners for equity financing; and Sahel Capital, Alpha Mundi Group and Global Social Investments for debt financing.

Led by CEO Desmond Koney and an experienced management team, Ghana-based Complete Farmer (CF) is addressing some of the biggest challenges in Africa's agriculture value chain. Using data and technology, the company is building a more sustainable, more inclusive

agricultural ecosystem by serving the needs of two distinct audiences: farmers and commodity buyers.

CF's insights give farmers an advantage from the start, introducing modern farming techniques and data-driven cultivation protocols to improve productivity and reduce post-harvest losses. Through the CF platform, these smallholder and commercial farmers also gain direct access to global buyers, ensuring premium pricing and guaranteed offtake of their crops. For example, farmers selling through CF see average net profit margins of 52%, compared to 20% when selling through middlemen.

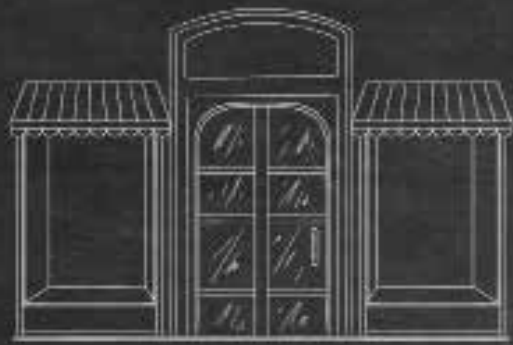
At the same time, CF provides international buyers – including some of the world's largest FMCG companies – reliable access to commodities grown to their exact specifications. The CF platform allows them to easily source certified crops and digitally monitor every step of the procurement process, ensuring

consistency and superior quality at a fair cost.

Coming from a farming family himself, CEO Desmond Coney has a unique understanding of the challenges of the agricultural section, explaining, "We realized there was demand and needed to determine how to satisfy it. One of the most important insights we gained was that for the majority of the large buyers, such as FMCGs and food processors, there was a specific quality they wanted that most African farmers, who were seeking market access and higher yields, lacked. As farmers, they may know how to cultivate soybeans. However, they wouldn't know how to obtain the specifications that these large buyers desired, such as oil and protein content. So using a data-driven methodology, we developed cultivation protocols that help smallholder farmers farm more efficiently, produce superior commodities and satisfy market demand."



Business DIRECTORY



Listings

Agricultural Consultancies

- ICS France
- Valtra Inc. - Africa

Agricultural Equipment - General

- Alvan Blanch Development Ltd.
- Baldan/Pan Trade Services Ltd.
- Bentall Rowlands Storage Systems Ltd.
- Briggs & Stratton AG
- Case IH
- Deutz-Fahr
- Eurodrip SA
- Fairtrade GmbH & Co. KG
- ICS France
- Micron Group
- New Holland Agriculture
- Nogueira/Pan Trade Services Ltd.
- SAME
- Valtra Inc. - Africa

Agricultural Projects

- Bentall Rowlands Storage Systems Ltd.
- Eurodrip SA
- ICS France
- Symaga SA

Animal Health Products

- BioPoint
- Socorex Isba SA

Applicators for Granular Insecticides, Herbicides

- Guarany Ind. Com. Ltd.

Automatic Chain Feeders

- Big Dutchman International GmbH

Bagging plant

- Bentall Rowlands Storage Systems Ltd.

Bale Handling Equipment

- Nogueira/Pan Trade Services Ltd.

Biofuel/Biodiesel

- Bentall Rowlands Storage Systems Ltd.

Briquetting Plants

- Alvan Blanch Development Ltd.

Bulk Storage Equipment

- Alvan Blanch Development Ltd.
- Bentall Rowlands Storage Systems Ltd.
- Chief Industries UK Ltd.

- KEPLER WEBER
- Symaga SA
- The GSI Group South Africa (Pty) Ltd.

Cages & Batteries

- Big Dutchman International GmbH

Cassava Processing Equipment

- Alvan Blanch Development Ltd.

Centre Pivot Equipment

- Valmont Irrigation

Cocoa Production

- Alvan Blanch Development Ltd.

Coffee Processing, Handling & Storage

- Swingtec GmbH

Computers & IT Equipment

- Big Dutchman International GmbH

Conveyors and Elevators

- Awila Anlagenbau GmbH
- Big Dutchman International GmbH
- KEPLER WEBER
- Lubing Maschinenfabrik GmbH & Co. KG

Coolers - Environmental

- Big Dutchman International GmbH

Coolers - Evaporative

- Lubing Maschinenfabrik GmbH & Co. KG

Cotton Handling & Storage

- Swingtec GmbH

Crop Drying and Ventilation

- Alvan Blanch Development Ltd.
- The GSI Group South Africa (Pty) Ltd.

Crop Handling & Storage

- Alvan Blanch Development Ltd.
- Bentall Rowlands Storage Systems Ltd.
- Chief Industries UK Ltd.
- Griffith Elder & Co. Ltd.
- Swingtec GmbH

Crop Protection Equipment

- Bentall Rowlands Storage Systems Ltd.
- Jacto/Pan Trade Services Ltd.
- Swingtec GmbH

Cultivators

- Baldan/Pan Trade Services Ltd.
- LEMKEN GmbH & Co. KG
- Poettinger

Cultivators - Tined

- Bomford
- Briggs & Stratton AG
- Maschio Gaspardo S.p.A

Disinfectants

- Intraco Ltd. n.v

Drills

- Maschio Gaspardo S.p.A

Drinking Systems

- Big Dutchman International GmbH
- Fairtrade GmbH & Co. KG
- Lubing Maschinenfabrik GmbH & Co. KG

Dryers

- Alvan Blanch Development Ltd.

Egg Collection

- Big Dutchman International GmbH

Egg Layer Breeding Stocks

- Lohmann Tierzucht GmbH

Egg Layer Parent Breeders - Brown

- Lohmann Tierzucht GmbH

Egg Layer Parent Breeders - White

- Lohmann Tierzucht GmbH

Egg Layers

- Lohmann Tierzucht GmbH

Exhibitions and Conferences

- Fairtrade GmbH & Co. KG

Extruders for Food, Feed

- Alvan Blanch Development Ltd.

Feed Additives

- BioPoint

- Coprex
- Evonik Industries AG
- Intraco Ltd. n.v
- OLMIX
- Varied Industries Corporation (Vi-COR®)

Feed Concentrates

- Intraco Ltd. n.v

Feed Growth Promotant Probes

- Varied Industries Corporation (Vi-COR®)

Feed Ingredients

- Coprex
- Intraco Ltd. n.v

Feed Premixes

- Coprex
- Intraco Ltd. n.v

Feed Processing Plants

- Alvan Blanch Development Ltd.
- Bentall Rowlands Storage Systems Ltd.

Feed Supplements

- BioPoint
- Varied Industries Corporation (Vi-COR®)

Feeding Systems

- Big Dutchman International GmbH

Fertiliser Spreaders

- Baldan/Pan Trade Services Ltd.
- Guarany Ind. Com. Ltd.
- Maschio Gaspardo S.p.A
- PICHON

Fertilisers

- Hebei Monband Water Soluble
- Fertilizer Co. Ltd.
- Omex Agrifluids Ltd.

Fish Farming

- Socorex Isba SA

Fish Feeds - General

- Alvan Blanch Development Ltd.

Fogging Machines

- Big Dutchman International GmbH
- Swingtec GmbH

Foliar Fertilisers

- Hebei Monband Water Soluble
- Fertilizer Co. Ltd.
- Omex Agrifluids Ltd.

Food Processing Equipment

- F.H. Schule Muehlenbau GmbH

Forage Harvesters

- Case IH
- New Holland Agriculture
- Nogueira/Pan Trade Services Ltd.
- Poettinger

Forestry Equipment

- Bomford
- Guarany Ind. Com. Ltd.
- Valtra Inc. - Africa

Fruit Processing

- Alvan Blanch Development Ltd.

Generating Sets

- Briggs & Stratton AG

Genetic Research

- Lohmann Tierzucht GmbH

Grain - Drying & Ventilation

- Alvan Blanch Development Ltd.
- Bentall Rowlands Storage Systems Ltd.
- Chief Industries UK Ltd.
- KEPLER WEBER

Grain - Handling, Cleaning & Processing

- Alvan Blanch Development Ltd.
- Awila Anlagenbau GmbH
- Bentall Rowlands Storage Systems Ltd.
- Chief Industries UK Ltd.
- F.H. Schule Muehlenbau GmbH
- KEPLER WEBER
- Privé SA

Grains, Grain Projects & Edible Oils

- Bentall Rowlands Storage Systems Ltd.

Grasscutting Machines - Forage

- Bomford
- Nogueira/Pan Trade Services Ltd.
- Poettinger

Grasscutting Machines - Lawn

- Briggs & Stratton AG

Groundnut Handling Equipment

- Alvan Blanch Development Ltd.

Harrows

- Baldan/Pan Trade Services Ltd.
- John Deere (Pty) Ltd.

Harvesting Equipment

- Alvan Blanch Development Ltd.
- Bentall Rowlands Storage Systems Ltd.
- Deutz-Fahr
- John Deere (Pty) Ltd.
- New Holland Agriculture
- Nogueira/Pan Trade Services Ltd.
- Bomford

Horticultural Equipment & Machinery

- Guarany Ind. Com. Ltd.
- ICS France
- Micron Group
- Swingtec GmbH

Horticultural Fertilisers

- Hebei Monband Water Soluble
- Fertilizer Co. Ltd.

Integrated Pest Management

- Omex Agrifluids Ltd.
- Swingtec GmbH

Irrigation & Drainage Systems

- Valmont Irrigation

Irrigation Equipment

- Eurodrip SA
- ICS France
- Valmont Irrigation

Listings



Maize Shellers

- Alvan Blanch Development Ltd.
- Bomford
- Nogueira/Pan Trade Services Ltd.

Manure Composters & Dryers

- PICHON

Material Handling

- Bentall Rowlands Storage Systems Ltd.
- PICHON

Material Handling - Bulk

- Bentall Rowlands Storage Systems Ltd.

Medicators

- Big Dutchman International GmbH

Micronutrients

- Omex Agrifluids Ltd.

Milk Replacers

- Coprex

Milling & Mixing

- Alvan Blanch Development Ltd.
- Big Dutchman International GmbH

Mills

- Alvan Blanch Development Ltd.
- Big Dutchman International GmbH
- Privé SA

Mills - Grain

- Bentall Rowlands Storage Systems Ltd.
- F.H. Schule Muehlenbau GmbH
- Nogueira/Pan Trade Services Ltd.
- Privé SA
- Silos Cordoba S.L.

Mills - Hammer

- Awila Anlagenbau GmbH
- Nogueira/Pan Trade Services Ltd.

Monitoring Equipment

- Valmont Irrigation

Oil Extraction Equipment

- Alvan Blanch Development Ltd.

Packaging Machinery

- Fairtrade GmbH & Co. KG

Palletizers

- Big Dutchman International GmbH

Pelleting

- Alvan Blanch Development Ltd.
- Awila Anlagenbau GmbH

Pig Equipment

- Big Dutchman International GmbH
- Lubing Maschinenfabrik
- Gmbh & Co. KG
- Symaga SA

Pig Feeding/Drinking Equipment

- Big Dutchman International GmbH
- The GSI Group South Africa (Pty) Ltd.

Pig Flooring

- Big Dutchman International GmbH



Pig Health Products

- OLMIX
- Socorex Isba SA

Pig Housing

- Big Dutchman International GmbH
- Silos Cordoba S.L.

Plant Protection Chemicals

- Omex Agrifluids Ltd.

Planters

- Baldan/Pan Trade Services Ltd.
- John Deere (Pty) Ltd.
- Poettinger

Plastic Flooring, Poultry

- Big Dutchman International GmbH

Ploughs - Disc

- Baldan/Pan Trade Services Ltd.
- Vellag Ltd.

Ploughs - Mouldboard

- John Deere (Pty) Ltd.
- LEMKEN GmbH & Co. KG
- Poettinger

Poultry Consultancy Services

- BioPoint

Poultry Equipment - Drinking

- Big Dutchman International GmbH
- Lubing Maschinenfabrik GmbH & Co. KG
- Silos Cordoba S.L.
- The GSI Group South Africa (Pty) Ltd.

Poultry Equipment/Handling

- Bentall Rowlands Storage Systems Ltd.

Poultry Feeding

- Bentall Rowlands Storage Systems Ltd.
- Big Dutchman International GmbH

Poultry Health Products

- BioPoint
- OLMIX

Poultry Housing

- Big Dutchman International GmbH
- Silos Cordoba S.L.
- Symaga SA

Public Health

- Guarany Ind. Com. Ltd.
- Swingtec GmbH

Pumps

- Briggs & Stratton AG

Rice Parboilers

- F.H. Schule Muehlenbau GmbH/SAME
- Rice Processing & Milling Equipment
- Alvan Blanch Development Ltd.
- Bentall Rowlands Storage Systems Ltd.
- F.H. Schule Muehlenbau GmbH

Rice Threshers

- Nogueira/Pan Trade Services Ltd.

Roll-out Nests

- Big Dutchman International GmbH

Seed

- ICS France

Seed Cleaning Equipment

- Alvan Blanch Development Ltd.

Seed Planting Equipment

- Baldan/Pan Trade Services Ltd.
- LEMKEN GmbH & Co. KG

Silos

- Alvan Blanch Development Ltd.
- Awila Anlagenbau GmbH
- Bentall Rowlands Storage Systems Ltd.
- Big Dutchman International GmbH
- Chief Industries UK Ltd.
- KEPLER WEBER
- Privé SA
- Silos Cordoba S.L.
- Symaga SA
- The GSI Group South Africa (Pty) Ltd.

Slurry Disposal

- PICHON

Soluble Fertilisers

- Hebei Monband Water Soluble
- Fertilizer Co. Ltd.
- Omex Agrifluids Ltd.

Spare Parts for Fork Lift Trucks

- Vellag Ltd.

Sprayers

- GOIZPER GROUP
- Guarany Ind. Com. Ltd.
- Jacto/Pan Trade Services Ltd.
- LEMKEN GmbH & Co. KG
- Maschio Gaspardo S.p.A

Sprayers - Crop

- GOIZPER GROUP
- Guarany Ind. Com. Ltd.
- Jacto/Pan Trade Services Ltd.
- Micron Group

Spraying Nozzles & Components

- GOIZPER GROUP
- Guarany Ind. Com. Ltd.
- Jacto/Pan Trade Services Ltd.
- Micron Group

Stored Products Protection

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Sugar Cane Equipment

- Case IH

Sugar Cubing Machinery

- Valtra Inc. - Africa

Threshing Machines

- Nogueira/Pan Trade Services Ltd.

Tillage

- LEMKEN GmbH & Co. KG
- Maschio Gaspardo S.p.A

Trace Elements

- Hebei Monband Water Soluble

- Fertilizer Co. Ltd.
- OLMIX
- Omex Agrifluids Ltd.

Tractors

- Case IH
- Deutz-Fahr
- John Deere (Pty) Ltd.
- New Holland Agriculture
- SAME
- Valtra Inc. - Africa
- Vellag Ltd.

Tractors - Spare Parts/Attachments

- Case IH
- Deutz-Fahr
- New Holland Agriculture
- SAME
- Vellag Ltd.

Trade Shows

- Fairtrade GmbH & Co. KG

Traders in Agricultural Equipment, General

- Vellag Ltd.

Turnkey Operations

- Bentall Rowlands Storage Systems Ltd.

Turnkey Operations

- Agricultural/Industrial Schemes
- Bentall Rowlands Storage Systems Ltd.
- Valmont Irrigation

ULV Spraying Equipment

- GOIZPER GROUP
- Guarany Ind. Com. Ltd.
- Swingtec GmbH

Vacuum Cleaners

- PICHON

Ventilating Equipment

- Big Dutchman International GmbH

Veterinary Products/Equipment - General

- Socorex Isba SA

Waste Disposal Equipment

- Big Dutchman International GmbH

Weed Control

- GOIZPER GROUP

Weighers - Animal

- Big Dutchman International GmbH
- Griffith Elder & Co. Ltd.

Weighers - Grain

- Griffith Elder & Co. Ltd.

Weighing - Sack Filling

- Alvan Blanch Development Ltd.
- Griffith Elder & Co. Ltd.

Weighing Equipment

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- Griffith Elder & Co. Ltd

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