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What's new at Show Rural 2025

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Show Rural Coopavel 2025 breaks records

There were 407.094 visitors and R\$7,05 billion in business was generated

14.02.2025 | 18:45 (UTC -3)

Cultivar Magazine



Photo: Coopavel

The Show Rural Coopavel 2025 reached historic numbers. The event, held between February 10 and 14 in Cascavel (PR),

received 407.094 visitors and generated R\$7,05 billion in business. The data was presented this Friday (14/2) by Coopavel's president, Dilvo Grolli. The result surpassed the previous best record, recorded in 2024, with an increase of 15.778 visitors and almost R\$1 billion more in sales.

The Rural Show brought together 600 exhibitors from Brazil and abroad, who presented innovations and technologies focused on agribusiness. On the last day of the event, 58.404 people visited the cooperative's technology park, surpassing the daily visitor record of the previous year. According to Dilvo Grolli, the growth of the fair reflects the event's capacity for overcoming challenges and its importance in the global agricultural scenario.

The president of Coopavel highlighted the presence of authorities and industry leaders, as well as the commitment of coordinators, employees and partners in the organization. He reaffirmed the commitment to maintaining Show Rural as a reference in innovation for rural properties and cities.

In the 2024 edition, the event had generated R\$6,1 billion in business, a figure surpassed this year with sales of R\$7,05 billion.

The next edition of the fair is scheduled to take place between February 9 and 13, 2026.

Complete coverage of the fair can be found on the following pages, in specific articles.

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Syngenta Group Announces Independent Director to Board

Alf Barrios has over 35 years of experience in the natural resources and energy sectors.

14.02.2025 | 16:12 (UTC -3)

Cultivar Magazine, based on information from Syngenta Group



Syngenta Group has announced the election of **Alf Barrios** (pictured) as a new independent director of the Board of Directors, effective February 14, 2025. The decision was made during the company's General Shareholders' Meeting. In addition to the new position, Barrios will also join the Compensation and Audit Committees.

With over 35 years of experience in the natural resources and energy sectors, Barrios served as Chief Commercial Officer at Rio Tinto and led operations in China and Japan. Prior to that, he had a long career at BP, where he held strategic roles in global markets.

For Syngenta Group Chairman Li Fanrong, Barrios' experience in managing global value chains will be essential to strengthening the company's agronomic

and digital solutions. The new director highlighted his satisfaction in joining one of the world's leading agricultural innovation groups and contributing to the expansion of the business.

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Roberto Levrero takes on position at Deagro of Fiesp

In addition to presiding over Abisolo, Levrero is also in charge of the leadership of the Thematic Chamber of Agricultural Inputs

14.02.2025 | 15:06 (UTC -3)

Adriana Roma



The president of the Brazilian Association of Plant Nutrition Technology Industries

(Abisolo), Roberto Levrero, takes on the role of Director of Inputs at the Agribusiness Department (Deagro) of the Federation of Industries of the State of São Paulo (Fiesp).

“I feel a deep sense of responsibility and gratitude for this appointment. I firmly believe in the power of dialogue to unite the industrial and agricultural sectors, and I am committed to continuing to work to make this communication increasingly effective,” said Levrero regarding the new role.

Fiesp's Deagro acts as a center for analysis and representation of industrial interests linked to the agricultural sector, promoting events and debates that bring together businesspeople, experts and

public managers. The department's activities include fostering partnerships and initiatives to boost the socioeconomic development of Brazilian agribusiness.

Levrero's work on behalf of Brazilian agribusiness is already widely known. In addition to presiding over Abisolo, he is leading the Thematic Chamber of Agricultural Inputs (CTIA) for the 2024/2025 biennium. He emphasizes the urgency of aligning investment resources with the demands of rural producers, highlighting, in particular, the challenges related to financing bioinputs and access to new technologies.

Under Levrero's leadership, the expectation is that Deagro/Fiesp will expand its initiatives in the inputs sector, encouraging practices that promote the

socioeconomic and environmental
development of the sector.

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Yanmar exhibits new agricultural implement at Coopavel

The brand's enchanting product promises greater efficiency in soil preparation, reducing costs and optimizing crops

14.02.2025 | 10:08 (UTC -3)

Cultivar Magazine, based on information from Kelly Moraes



The Coopavel 2025 Rural Show, held between February 10 and 14 in Cascavel

(PR), was the stage for the presentation of Yanmar's new agricultural implement. The charming fixed rotary hoe caught the attention of visitors for its efficiency in soil preparation, contributing to the uniform formation of beds and providing fuel savings.

Developed in partnership with Lavrale, the equipment combines technology and robustness to optimize farmers' operations. "Our goal is to deliver an implement that reduces costs, increases productivity and offers a sustainable solution for the field," highlighted Anderson Oliveira, Commercial Manager at Yanmar South America. The new product has great potential for impact, especially in the South and Southeast regions, where the demand for this type of implement is greater.

The Enchantment machine was available for purchase during the fair through the brand's authorized dealerships. With two sizes — 1,25 and 1,5 meters wide — the equipment can be used on tractors with 47 to 75 horsepower. In addition to creating uniform beds that improve water and nutrient absorption, the implement reduces the need for manual operations, saving time and reducing labor costs.



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Another highlight is the lighter design, which provides better operational performance and lower fuel consumption. “The implement operates with lower tractor

power requirements, which directly impacts consumption. Compared to traditional models, the savings generated per day of work can be significant,” explained Oliveira.

With this new addition to its portfolio, Yanmar hopes to boost sales, especially due to the possibility of financing together with the tractor, making the purchase more affordable for producers. In addition, the brand has strengthened its after-sales structure, guaranteeing technical support, spare parts and fast service for customers.

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Baldan celebrates 97 years with new features at Show Rural 2025

With a stand of over 3 m², the company brings a new identity

13.02.2025 | 17:19 (UTC -3)

Cultivar Magazine



Baldan Implementos Agrícolas is participating in Show Rural Coopavel 2025

with its largest structure ever, reinforcing its connection with agribusiness and its commitment to innovation. With a stand measuring over 3 m², the company is bringing a new visual identity to fairs and events, inspired by the concept of Brazil as the "breadbasket of the world".



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[Click here and watch on Instagram](#)

The space has a networking area, a kids' area and interactive screens that display solutions for soil preparation, planting and spraying. In addition, a new parts area was developed in partnership with Amowa Design, highlighting the equipment replacement and maintenance line.

“This is a special moment to reinforce our commitment to innovation and sustainable development in the field. Here, we have the opportunity to present to the market the solutions we have developed with a focus on productivity, efficiency and respect for the environment”, highlights Oswaldo Marques, Commercial and Marketing Director at Baldan.

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At Show Rural, Stara presents technological solutions

The brand highlights the Eco Spray localized spraying technology

13.02.2025 | 16:03 (UTC -3)

Cultivar Magazine



Stara is highlighting its localized spraying technology, Eco Spray, at the Show Rural

Coopavel 2025, an event that runs until February 14 in Cascavel (PR). Integrated with Imperador 3000 and 4000 sprayers, the system uses sensors and cameras to identify weeds and apply pesticides only where necessary, reducing the use of chemical products by up to 95%.

In addition to the Eco Spray, Stara's planting line also drew attention at the event. The Estrela planter, recognized for its technology and efficiency, features innovations such as the Line-by-Line Shutdown and Stara Integrated Copying. Another highlight is the Eva, a 7- to 11-row planter that combines precision and ease of maintenance.



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In the distribution line, Stara displays the Hércules 6.0, a self-propelled distributor that stands out for its precision in application, and the Bruttus 18000, which uses gravity distribution to minimize losses caused by wind.

The Stara stand also has a space dedicated to Connected Agriculture, where visitors can learn about tools such as Syncro, which synchronizes machines to optimize operations, and Stara Telemetry, which allows remote management of activities in the field.

In addition to the exhibition of machines and technologies, Stara provides visitors with moments of interaction at Café Stara and in a kids' area, reinforcing the company's commitment to innovation, sustainability and well-being in agribusiness.

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Valtra presents Q5 tractor line in Cascavel

With power ranging from 265 to 305 hp, the line features advanced technology for greater efficiency in the field

13.02.2025 | 15:37 (UTC -3)

Cultivar Magazine



Valtra is bringing its new Q2025 tractor line to Show Rural Coopavel 5, designed to offer high performance, fuel economy and

advanced automation technologies. With power ranging from 265 to 305 hp, the Q265, Q285 and Q305 models meet the needs of medium and large producers seeking efficiency and profitability in the field.

“These tractors bring all the technology that rural producers need to have excellent performance in field operations, both in soil preparation and planting,” highlights Gustavo dos Santos, the brand’s tactical marketing coordinator.



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Among the distinguishing features of the Q5 line are the CVT transmission, which

ensures greater precision in operations, and the SmartTurn system, which allows automatic maneuvers without operator intervention. In addition, the ergonomically designed cabin and the SmartTouch interface increase comfort and productivity.

Visitors to Show Rural Coopavel can see Valtra's solutions up close and learn more about the brand's innovations for the 2025 harvest.

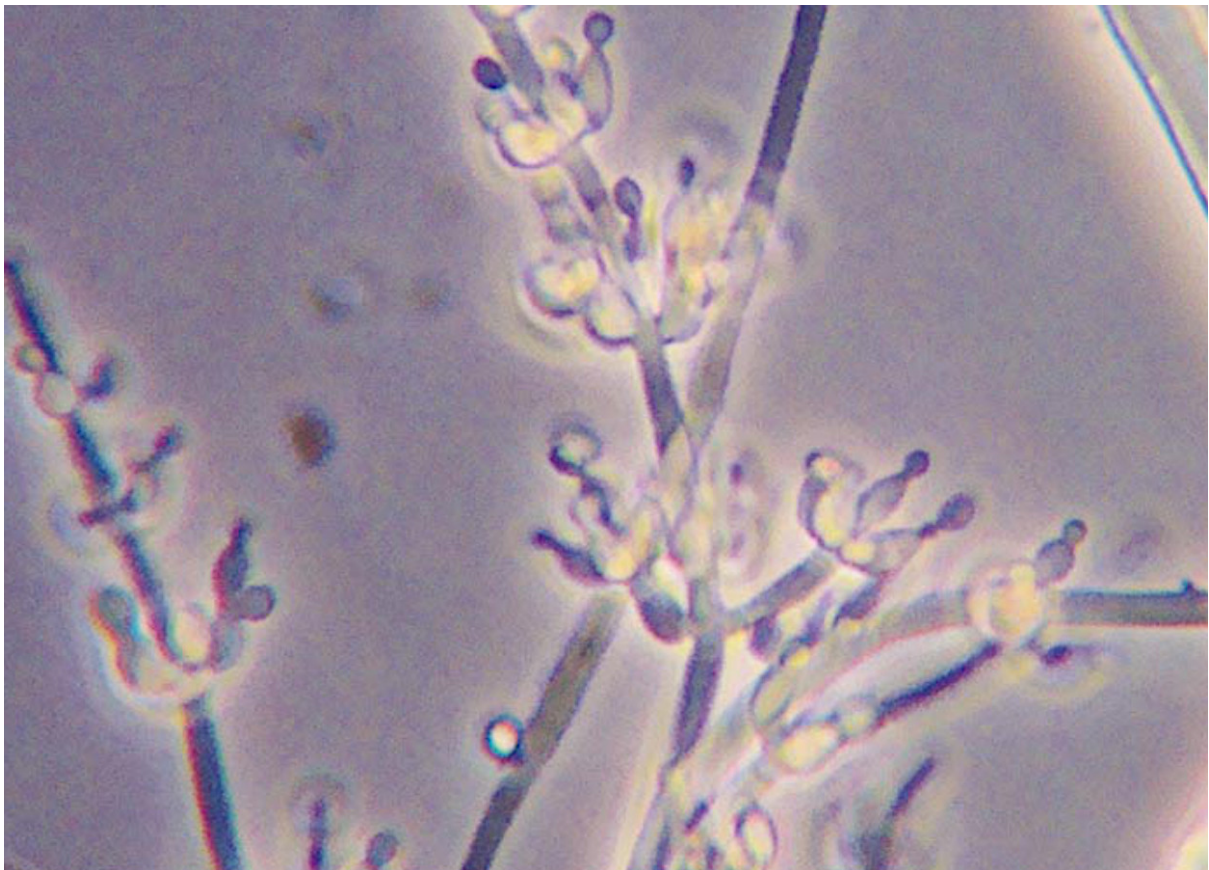
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Fungus offers alternative for biological control of fall armyworm

Immune responses of "*Spodoptera frugiperda*" to "*Metarhizium rileyi*" identified

13.02.2025 | 15:14 (UTC -3)

Cultivar Magazine



Published research analyzed the immune responses of *Spodoptera frugiperda* to the entomopathogenic fungus *Metarhizium rileyi*, a promising alternative for the biological control of this insect.

The study, conducted by researchers at the China Institute of Agricultural Sciences, used RNA sequencing and microscopic observation to understand how third-instar larvae of the *S. frugiperda* react to fungal infection at different stages.

The results indicate that the caterpillar's immune response changes as the infection progresses, providing key insights for improving the efficacy of biopesticides.

The research identified three main stages of fungal infection in the fall armyworm:

- **Fungal penetration into the cuticle (0-48h):** In this initial phase, *M. rileyi* releases enzymes to break through the insect's external barrier. In response, the caterpillar activates metabolic pathways related to energy, detoxification, and melanization. Immunological actions such as the Toll and IMD signaling pathways are activated to fight the infection.
- **Internal fungal infection (48-96h):** During this period, the fungus spreads through the hemolymph and reaches peak expression of genes related to the insect's immune system. The cellular response becomes predominant, with hemocytes encapsulating and phagocytosing hyphal bodies. Phagocytosis

intensifies due to increased expression of genes associated with the production of reactive oxygen species (ROS) and hormone biosynthesis.

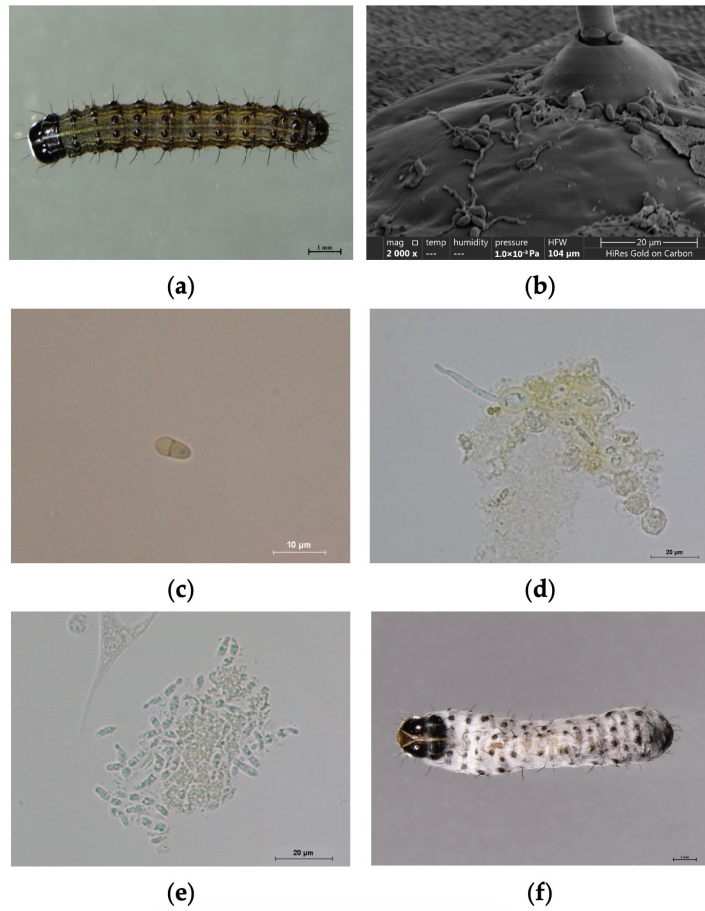
- **Fungal emergence and host death (96-120h):** In this final phase, immune activity is paralyzed and the caterpillar dies. The fungus emerges from the insect's cuticle, forming new conidia to infest other individuals.

The study findings reinforce the potential of *M. rileyi* as biocontrol of *S. frugiperda*. However, some limitations still need to be overcome, such as the prolonged time of action and the need to improve the virulence of the fungus for different stages of the caterpillar life cycle. The results provide support for the engineering of

more effective strains and the development of next-generation biopesticides.

Extras:

- **The article can be read at**
doi.org/10.3390/insects16020199
- [Cultivar Magazine published an article on the "bioinsecticidal potential of the fungus *Metarhizium rileyi*" in 2020](#)
- [Learn more about "Spodoptera frugiperda"](#)



Microscopic observation of the infection process of the CDTLJ1 strain in third larva of *S. frugiperda* em **(a)** 0h post-infection (2×), **(B)** 24h post-infection (2000×), **(C)** 48h post-infection (600×), **(D)** 72h post-infection (600×), **(E)** 96h post-infection (600×) and **(f)** 120h post-infection (2×)

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Bahia records 1st case of Asian rust in the 2024/25 harvest

The case was identified last week, in the municipality of Correntina

13.02.2025 | 14:24 (UTC -3)

Nádia Brescovici Borges



Collection of suspicious samples

The 2024/25 soybean harvest in Bahia, already in the harvest phase, registered

the first case of Asian rust (*Phakopsora pachyrhizi*) this month of February. The case, identified on the 5th, occurred in the production center of Rosário, in the municipality of Correntina through the collection of suspicious samples by the Phytosanitary Program team of the Association of Farmers and Irrigators of Bahia (Aiba) and confirmation occurred after analysis in an accredited official laboratory, carried out with the support of the BA Foundation, in Luís Eduardo Magalhães.

Based on monitoring strategies and with the collaboration of the Spore Hunter system, which constantly monitors the main production centers in the region, including the Soybean Ring (Estrada do Café), Placas, Bela Vista, Paraíso and

Rodovia da Soja, it was possible to obtain a greater degree of accuracy in the surveys.

The late recording of the disease in this harvest contrasts with occurrences in previous years, when the first outbreaks were identified in November and December. This result is a reflection of the strengthening of phytosanitary monitoring actions, the use of good agricultural practices and technical monitoring of rural producers.

Continuous monitoring and effective control

The Bahia Agricultural Defense Agency (Adab), responsible for the official

registration of occurrences of the disease in the state, is closely monitoring the situation and emphasizes that there is no reason to be alarmed, reinforcing the importance of monitoring and adequate control.

“We are monitoring the situation through the Phytosanitary Program, in partnership with Aiba, Abapa and Fundação Bahia. It is essential that producers pay attention to technical information to monitor their crops and apply fungicides when necessary.

There is no reason to panic, as Asian rust is occurring at low pressure and late in our region. The recommendation is to intensify control and follow technical guidelines,” explains Nailton Almeida, state agricultural inspector at Adab.



Suspected outbreak of Asian rust

Monitoring of Bahian crops relies on the collective support of the main agribusiness institutions, including Aiba, the Bahian Cotton Producers Association (Abapa), Embrapa and the Bahia Foundation. Spore collectors installed at several strategic points in western Bahia are essential tools for early detection of the presence of pathogens such as Asian soybean rust

and cotton ramularia.

The importance of prevention and correct management

If the disease is suspected, producers should immediately notify the Phytosanitary Program team or Adab so that appropriate measures can be taken. Aiba's Agribusiness Manager, Aloisio Junior, emphasizes that the late identification of rust in this harvest reflects the efficiency of control strategies.

“This harvest, the first case was only recorded in February, which shows a scenario of stability in occurrences compared to previous harvests, when the

disease was identified in months such as November or December. This result is due to the systematic monitoring carried out by partner entities and the good practices adopted by producers”, highlights Aloisio. He adds that after identifying the primary focus, the technical team of the phytosanitary program reinforced monitoring and guidance actions for compliance with preventive phytosanitary management in adjacent areas.

Asian soybean rust can cause severe productivity losses if not managed correctly. Therefore, following the management plan with adequate application of fungicides is essential to avoid negative impacts on the crop.

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Massey Ferguson bets on technology for Show Rural 2025

The brand's highlight is the MF 560R Dry solid fertilizer spreader

13.02.2025 | 14:05 (UTC -3)

Cultivar Magazine, based on information from Flavia Amarante



Massey Ferguson brings new efficiency and technology to the field at Show Rural

Coopavel 2025, held from February 10 to 14, in Cascavel (PR). The brand's highlight is the MF 560R Dry solid fertilizer spreader, which reduces fuel consumption by up to 30% and offers greater work autonomy.

The MF 560R Dry features a Smart Drive transmission, which provides a ramp capacity of up to 32%, facilitating entry into the field even in wet conditions. With a 200 hp AGCO Power engine and a 6m³ distribution box, the machine serves medium and large producers. In addition, it comes standard with Massey Guide autopilot and Massey Ferguson Connect telemetry, allowing remote management of the operation.



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Other solutions presented include the MF 8S tractor and the Momentum planter, which reduce fuel consumption and optimize seed and fertilizer distribution. The HD hybrid harvester, with Heavy Duty transmission, improves performance in areas with steep terrain, while the MF 500R sprayer, with LiquidLogic system, increases efficiency in pesticide application.

“The Show Rural Coopavel is an opportunity to reinforce our commitment to rural producers, showcasing agricultural machinery and equipment that combine

technology, sustainability and profitability. Our goal is to provide solutions that truly make a difference in the field, helping farmers to produce more and better, with fewer resources”, highlights Breno Cavalcanti, Massey Ferguson Marketing Director.

During the event, Massey Ferguson also participates in the Trator Solidário program, offering special financing conditions for the MF 4307 and MF 4400 models, aimed at small and medium-sized producers.

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Case IH exhibits Axial-Flow 160 Series harvesters in Cascavel

Main new features include the Automation System and connectivity

13.02.2025 | 13:55 (UTC -3)

Cultivar Magazine



The highlight of Case IH's participation at the 2025 Coopavel Rural Show is the Axial-Flow 160 Automation Series harvester line. The mid-sized series covers classes V to VII and has 60% of its machinery renewed, according to information from the company. The main new features include the Automation System and factory connectivity.

The Automation System is already used in the 250 Series, the brand's largest line of harvesters. It uses machine learning and artificial intelligence to simplify the harvesting operation, reducing it to four distinct modes.

With 12 sensors that collect data in real time, the system self-regulates to find the ideal working point in each situation,

automating 90% of operations.

Another distinguishing feature of the 160 Series is the new leveling sieve system, called X-Flow. According to the company, it improves harvesting performance in inclined areas, as it compensates for slopes of up to 12 degrees with a lateral vibration system. The cleaning area has also been expanded to 5,3 m², ensuring greater efficiency.

The new series of harvesters promises a gain of up to 10% in operational performance compared to the previous version. In addition, fuel consumption can be reduced by up to 11%. This saving is provided by the Automation System, which optimizes engine load, and by the electronic transmission, which improves

the efficiency of the machine's movement.

[Case IH harvesters available in Brazil can be viewed and compared by clicking here.](#)

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New Holland to showcase the T6.140 Electro Command at Show Rural 2025

The T6.140 has a 141 hp engine

13.02.2025 | 11:40 (UTC -3)

Cultivar Magazine, based on information from New Holland



New Holland presented the T6.140 Electro Command tractor to the public at the Show Rural Coopavel 2025. According to the company, the machine has a new transmission and cabin with more comfort and space for the operator.

The T6.140 has a 141 hp engine, with a torque reserve of up to 35%, and Electro Command 16x16 and 32x32 transmission with Creeper reduction gear.

The T6.140 Electro Command has telemetry as standard. It is equipped with a data processing module and P&CMf connectivity, and can manage operations through the customer application, FieldOps.

The cabin is comparable to the T7 in terms of comfort and safety. The air suspension

seat and ROPS protective structure ensure peace of mind while working. Controls and levers are ergonomically positioned to make the operator's daily work easier.





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Organics are Syngenta's highlight at Show Rural 2025

This is a market that has been growing in recent years.

13.02.2025 | 11:03 (UTC -3)

Cultivar Magazine



Syngenta presented its biological products as one of the highlights at Show Rural 2025. This is a market that has been growing in recent years. The company reported on plant stresses and products capable of minimizing losses.

Megafol, a bioactivator, offers mitigation of abiotic stresses, acceleration of plant recovery and activation of metabolism for better vegetative development.

In turn, Yeldon, a biostimulant, modulates metabolism, cell division and expansion, improving the transport of sugars and nutrients, in addition to the biosynthesis of lipids in the plant.

The fungicide Reverb is indicated for controlling diseases in soybeans.



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Conab releases fifth survey of the 2024/25 harvest

The company reported a new increase in grain production, reaching 325,7 million tons

13.02.2025 | 10:34 (UTC -3)

Conab, Cultivar Magazine edition



Brazilian producers are expected to harvest 325,7 million tons of grains in the

2024/25 harvest, an increase of 9,4% compared to the previous season. The result reflects both a 2,1% increase in the cultivated area, estimated at 81,6 million hectares, and a 7,1% recovery in average crop productivity, forecast at 3.990 kilos per hectare.

If this scenario is confirmed at the end of the cycle, this will be the largest volume to be harvested in the historical series of the National Supply Company (Conab). The data are in the 5th Survey of the 2024/25 Grain Harvest, released by the state-owned company this Thursday (13).

In this 5th Survey, Conab points to an increase in total corn production, with production expected to reach 122 million tons, an increase of 5,5% over the harvest

in the previous cycle. As indicated by the Harvest Progress published this week by the Company, the harvest of the first crop of the cereal has already reached 13,3% of the planted area.

This season there was a 6,6% reduction in the area planted for 1st season corn.

However, this drop was offset by the gain in average productivity, 9,9% higher than in 2023/24. As a result, the projection is that 23,6 million tons will be harvested in this first cycle alone. The 2nd season of the grain has already been sown in 18,8% of the area. The weather conditions are favorable and, at the moment, a 2,4% growth in the planting area is projected, reflecting a production of 96 million tons, an increase of 6,4%.

The planting of 2nd season corn follows the speed of soybean harvesting. With 14,8% of the area already harvested, the expectation is that the production of the oilseed is estimated at 166 million tons, 18,3 million tons above the total produced in the previous harvest. The result reflects the increase in the area allocated to the crop combined with the recovery of average productivity in the country's crops. The weather conditions were favorable, especially in Paraná, Santa Catarina and most states in the Central-West. The exceptions are Mato Grosso do Sul and Rio Grande do Sul, which registered water restrictions from mid-December.

With sowing practically complete, the area earmarked for rice should reach 1,7 million hectares, 6,4% more than the area

cultivated in the previous harvest. In Rio Grande do Sul, the largest producer of the grain in the country, high temperatures and reduced water levels in reservoirs in some regions of the state, although they do not indicate a reduction in average productivity, are causing concern for producers. Conab estimates that production will reach 11,8 million tons, an increase of 11,4% when compared to the harvest of the previous harvest.

For beans, the Company also expects a higher harvest volume in 2024/25, with the three harvests of the legume reaching 3,3 million tons. The first harvest of the product is in various phenological stages and 47% of the area was harvested on February 10. Conab has seen an increase in both area and productivity, with

production estimated at 1,1 million tons. For the second bean harvest, planting is in its initial phase and the expectation is that the harvest will reach 1,46 million tons; while in the third harvest, the projection is that 778,9 thousand tons will be harvested.

In the case of cotton, the expectation is that there will be a 4,8% growth in the planted area, estimated at 2 million hectares. The sowing of the fiber has already exceeded 87% of the predicted area and the outlook points to a lint production of 3,8 million tons, a new record for the crop if the result is confirmed. For winter crops, the first estimates, resulting from statistical models, market analysis, climate forecasts and preliminary information, indicate the production of wheat, the main cultivated product, at 9,1

million tons. Planting begins in Paraná in mid-April and in Rio Grande do Sul in May. These states represent 80% of the country's wheat production.

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Nairo Piña takes over as CEO of Sumitomo Chemical

In a planned succession move, Piña will take office on April 1

12.02.2025 | 17:16 (UTC -3)

Luis Fernando Duarte, Cultivar Magazine edition



In a planned succession move, Nairo Piña will take over as president of Sumitomo Chemical in Latin America, effective April 1. Executive José de Paulo Fabretti, who dedicated 20 years to the company and has 43 years of experience in the agrochemicals sector, will step down at the end of March.

In 2024, Piña had been promoted to vice president of Agro Solutions for Latin America, as announced in [Cultivar Magazine](#). However, the succession process began more than three years ago. During the 2023/2024 period, preparations were intensified with Piña dividing his time between São Paulo and Tokyo, Sumitomo Chemical's global headquarters. He actively participated in the transition process alongside Japanese executives.

With a degree in Agricultural Engineering, an Executive MBA and a Master's in Business Management and Strategic Marketing, Nairo Piña has over 27 years of experience in the agricultural and livestock sector. His career includes 18 years leading international projects in Latin America. He joined Sumitomo Chemical in 2011 and, in addition to his new responsibilities as President, he also contributes to the company's Global Strategy as Global Strategic Marketing Leader.

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JCB announces changes to sales and marketing management

Carlos França took over as director for Latin America

12.02.2025 | 17:07 (UTC -3)

Tatiana Piva



JCB, a British multinational and one of the world leaders in construction and

agricultural machinery, announces **Carlos France** (pictured) as the new Director of Sales and Marketing for Latin America.

With over 20 years of experience in the sector, França has extensive experience acquired in several strategic positions within the CNH group. He holds a degree in Business Administration and an MBA in Marketing from Fundação Dom Cabral, with expertise in the areas of sales, product development, brand strategy and expansion of distributor networks.

“It is a great pleasure to join the JCB team and contribute to this important moment of strong growth for the brand in Latin America, given the recent announcements of investments in the modernization of the factory in Sorocaba/SP, the launch of new

products and the expansion of the distributor network. We will work together to consolidate JCB's prominent position in the region," said Carlos França.

"Carlos' arrival reinforces JCB's commitment to continue growing in the region, strengthening our presence and operations in the Latin American market. His extensive experience and strategic vision will be essential to further strengthen our relationship with customers and distributors, in addition to driving new business in the region," said Adriano Merigli, President of JCB Latin America.

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Corteva highlights training at Show Rural 2025

There are lectures with experts in soy, corn, sorghum and pastures

12.02.2025 | 16:53 (UTC -3)

Cultivar Magazine



Felipe Daltro

Corteva Agriscience is bringing its main innovations in seeds, chemical and biological pesticides to Show Rural 2025, in addition to presenting solutions for weed control in pastures.

Among the company's highlights at the fair is the training of producers. At its stand, there is a lecture room with experts in soybeans, corn, sorghum and pastures, as well as new technologies in biological pesticides.

Felipe Daltro, Corteva's marketing and commercial effectiveness director for Brazil and Paraguay, explained how recent changes to the company's operational structure will benefit farmers.



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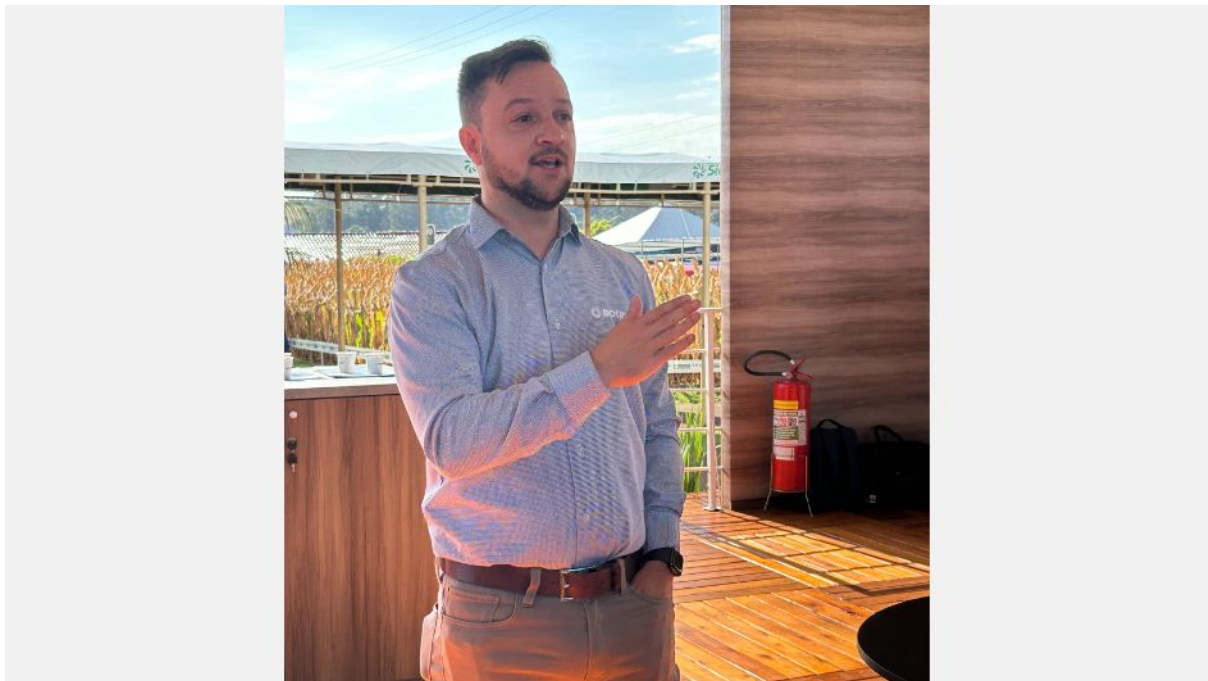
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Biotrop brings innovation in biological products to Show Rural 2025

Visitors can also participate in activities and knowledge rounds throughout the event.

12.02.2025 | 14:56 (UTC -3)

Raphaela Candido



Biotrop is participating in the 37th edition of the Show Rural Coopavel, from February 10 to 14, in Cascavel (PR), presenting its portfolio of biological and natural solutions for a more profitable and sustainable agriculture. With the purpose of transforming the agricultural sector by innovating with biologicals for the production of healthy food, clean energy and quality fibers, the company presents its complete portfolio.

“Being alongside farmers, listening to their demands and demonstrating, in practice, the potential of our technologies is essential to strengthen partnerships and contribute to a more productive and sustainable agribusiness. Our goal is to show our progress, leadership and how much our innovation makes a difference in

the field”, he highlights. **Cezar Farias** (in the photo), marketing manager at Biotrop.

In biocontrol, the highlights are Biomagno, which protects against nematodes and soil fungi; Biobrev Full, a bioinsecticide for controlling the main species of caterpillars of agricultural interest; Bombardeiro, a microbiological biofungicide with multi-site action; and Biokato, a highly effective bioinsecticide for controlling corn leafhoppers.

Other products highlighted at the event are Biofree, biofertilizers that improve fertilization efficiency by up to 25%; and Bioasis Power, a microbiological plant activator that mitigates water stress and promotes plant development.

These and other technologies will be on display at the Biotrop booth, allowing producers to see their efficiency and impact on crop performance. Visitors can also participate in activities and knowledge rounds throughout the event. “We invite all farmers to visit our booth to learn about the solutions we have developed for the main challenges in the field, aligned with the demands of a market that increasingly seeks productivity with sustainability,” concludes Cezar Farias.

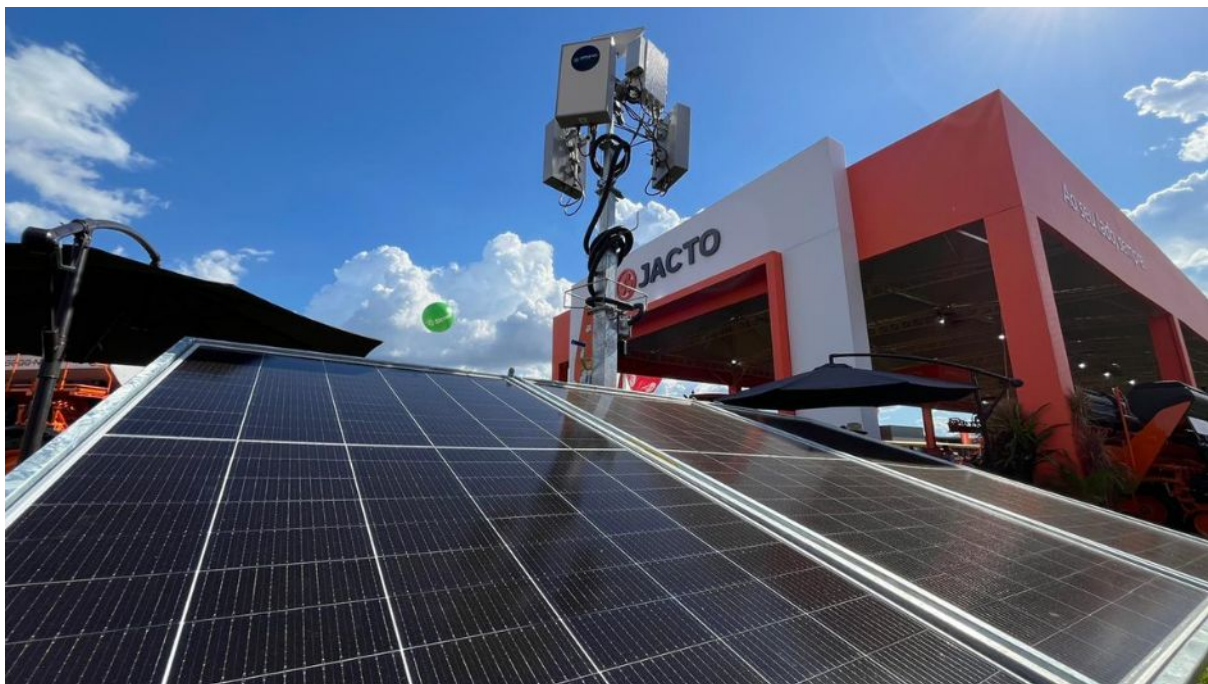
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Jacto bets on connectivity at the Coopavel 2025 Rural Show

Partnership between companies brings innovative solutions for spraying and connectivity in agribusiness

12.02.2025 | 14:22 (UTC -3)

Cultivar Magazine, based on information from Sibelle Freitas



At the Show Rural Coopavel 2025, Jacto is presenting its latest technological solutions focused on connectivity and digital management in the field. The company is launching its private connectivity solution with 4G technology, allowing greater efficiency in the use of data generated by agricultural machinery. In addition, it is exhibiting a complete line of equipment, such as sprayers, fertilizer spreaders, planters and drones, consolidating its commitment to innovation and sustainability in agribusiness.

“We realized that today’s farmers want a new level of control over their businesses, but there is a connectivity barrier. A lot of data is collected by machines, but there is no way to transmit it. That’s why we took the initiative to offer solutions that help

producers with this challenge,” explains Carlos Daniel Haushahn, CEO of Jacto.

With Jacto Next, the company’s digital agriculture arm, farmers will have access to private networks for real-time data transmission, enabling the adoption of 4.0 agriculture practices. The new infrastructure provides greater security and performance, enabling remote monitoring, automation and predictive analysis of agricultural operations. In partnership with Virtueyes IoT Solutions, Jacto facilitates the implementation of the Private 4G Network, taking advantage of the existing infrastructure on the properties.

In the fertilization line, the Uniport 8030 NPK, launched in 2024, returns to the event with a focus on its greater

operational capacity and efficiency in distributing inputs. In the planting segment, the Lumina 300, aimed at summer crops such as soybeans and corn, will be officially presented to the market, bringing differentials such as a large-capacity central tank and an integrated spraying system in the planting furrow.

Jacto is also showcasing its line of self-propelled sprayers from the Uniport family, including models with PWM technology, which maintains constant droplet size even with speed variations. In addition, the company is reinforcing its offering of agricultural drones in partnership with DJI, bringing models such as the Agras T50 and T25, designed for spraying and imaging.



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[Click here and watch on Instagram](#)

Jacto Consortium

To facilitate the acquisition of equipment, Jacto offers consortium plans with special conditions during the event, including the Scheduled Contemplation Plan and Group 3030, which provides credits between R\$200.000 and R\$400.000.

With 77 years of history, Jacto reaffirms its role as an agent of transformation in agribusiness, investing in solutions that optimize productivity and connectivity in the field.

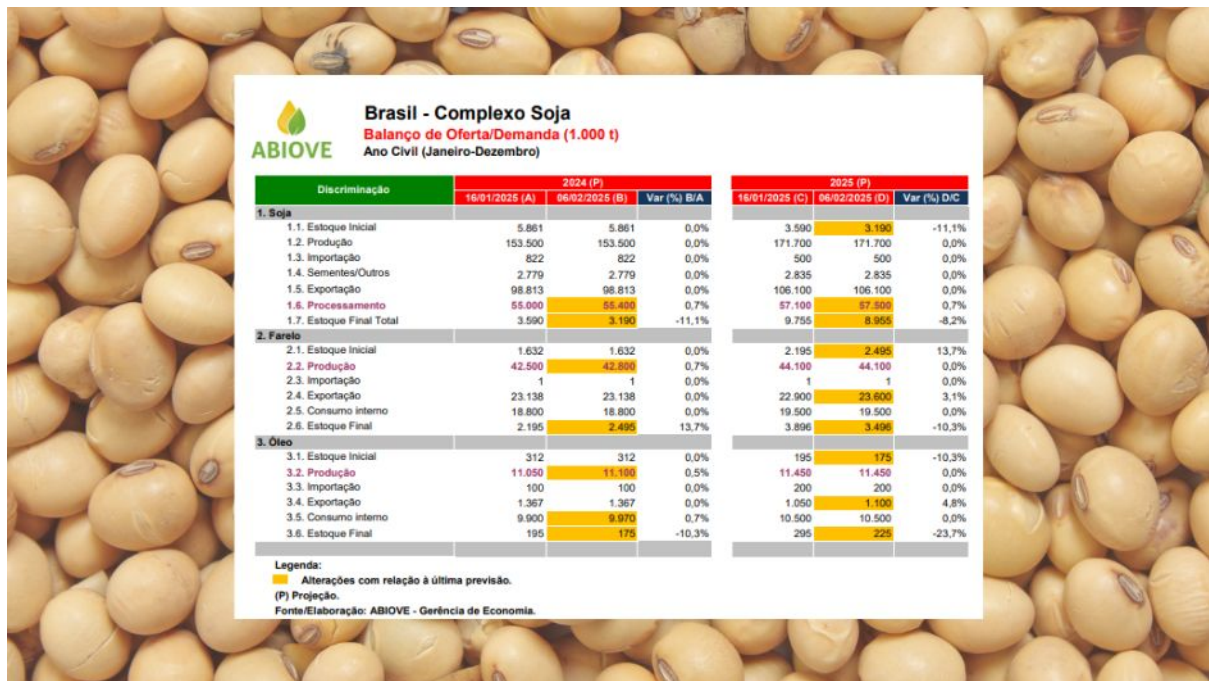
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Abiove maintains projections for the soybean complex in 2025


Soybean production remained at 171,7 million tons, according to the association

12.02.2025 | 13:35 (UTC -3)

Renata Duffles

 Brasil - Complexo Soja Balanço de Oferta/Demanda (1.000 t) Ano Civil (Janeiro-Dezembro)						
Discriminação	2024 (P)			2025 (P)		
	16/01/2025 (A)	06/02/2025 (B)	Var (%) B/A	16/01/2025 (C)	06/02/2025 (D)	Var (%) D/C
1. Soja						
1.1. Estoque Inicial	5.861	5.861	0,0%	3.590	3.190	-11,1%
1.2. Produção	153.500	153.500	0,0%	171.700	171.700	0,0%
1.3. Importação	822	822	0,0%	500	500	0,0%
1.4. Sementes/Outros	2.779	2.779	0,0%	2.835	2.835	0,0%
1.5. Exportação	98.813	98.813	0,0%	106.100	106.100	0,0%
1.6. Processamento	55.000	55.400	0,7%	57.100	57.500	0,7%
1.7. Estoque Final Total	3.590	3.190	-11,1%	9.755	8.955	-8,2%
2. Farelo						
2.1. Estoque Inicial	1.632	1.632	0,0%	2.195	2.495	13,7%
2.2. Produção	42.500	42.800	0,7%	44.100	44.100	0,0%
2.3. Importação	1	1	0,0%	1	1	0,0%
2.4. Exportação	23.138	23.138	0,0%	22.900	23.600	3,1%
2.5. Consumo interno	18.800	18.800	0,0%	19.500	19.500	0,0%
2.6. Estoque Final	2.195	2.495	13,7%	3.896	3.496	-10,3%
3. Óleo						
3.1. Estoque Inicial	312	312	0,0%	195	175	-10,3%
3.2. Produção	11.050	11.100	0,5%	11.450	11.450	0,0%
3.3. Importação	100	100	0,0%	200	200	0,0%
3.4. Exportação	1.367	1.367	0,0%	1.050	1.100	4,8%
3.5. Consumo interno	9.900	9.970	0,7%	10.500	10.500	0,0%
3.6. Estoque Final	195	175	-10,3%	295	225	-23,7%

Legenda:
 Alterações com relação à última previsão.
 (P) Projeção.
 Fonte/Elaboração: ABIOVE - Gerência de Economia.

The Brazilian Association of Vegetable Oil Industries (Abiove) released its new projection for the supply and demand balance of the soybean complex in 2025, presenting record numbers. Soybean production remained at 171,7 million tons, while crushing increased slightly by 0,7% and is expected to reach 57,5 million tons. Soybean meal and soybean oil production remained stable, and are expected to reach 44,1 million tons and 11,4 million tons, respectively.

In terms of exports, projections remain stable, confirming the new historical levels predicted, that is, with the expectation of 106,1 million tons of grains exported. Soybean meal is expected to register exports of 23,6 million tons, an increase of

3,1%, while soybean oil is expected to export around 1,1 million tons, indicating a growth of 4,8%. In addition, an increase in soybean oil imports is expected, which should reach 200 thousand tons, while soybean imports should total 500 thousand tons to supplement the domestic market.

Soybean Complex Updates in 2024

Consolidated data up to December 2024 indicate positive results for the sector.

Soybean production in the cycle remained stable at 153,5 million tons.

The projected crush, however, was revised upwards to 55,4 million tonnes, an increase of 0,7%. This can be explained by

the fact that biodiesel production boosted soybean crushing, increasing the supply of oil in the market.

Crushing soybeans to meet biodiesel demand also results in increased production of meal, which is essential for the animal protein chain, whether for export or domestic consumption.

Therefore, soybean meal production follows the increase in crushing and shows growth of 0,7%, totaling 42,8 million tons, while soybean oil production is expected to grow by 0,5%, reaching 11,1 million tons. This increase in the supply of soybean meal acts as an inducer of food supply.

Regarding monthly processing, in December 2024, the processed volume was 4,2 million tons, an increase of 1,8% compared to November, in addition to

having grown 8,2% compared to December 2023, when adjusted by the sample percentage of 90,6%. In the year to date, processing grew 2,3% compared to the same period in 2023, considering the adjustments.

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Mahindra highlights power and economy at Show Rural 2025

The brand presents tractors with up to 110 hp and highlights the 7095 model, Mahindra's "New Brute"

12.02.2025 | 11:09 (UTC -3)

Cultivar Magazine, based on information from Luciana Brambilla



Mahindra, the world leader in tractor sales, will be present at the 37th edition of the

Show Rural Coopavel, which will take place from February 10 to 14, in Cascavel (PR). One of the brand's main highlights for the event is the 7095 tractor, considered Mahindra's "New Brute".

According to Gilberto Dutra (in the video), a product marketing specialist, the model inherited the entire mechanical assembly from its older "brother", the 9500S tractor, adding more design and features with a focus on operational simplicity. "The highlight of this tractor is the cabin. It was designed to provide a wide front view of the equipment and the work plan, since it only has four posts. Its rear part, because it is very wide, also makes it easier to see the operation on a daily basis", he explained.



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Attention to small and medium producers

With an annual production of over 400 tractors, Mahindra focuses on models that especially meet the needs of small and medium-sized producers. The brand's stand features machines ranging from 25 to 110 hp, with a focus on cabin models and options with front loader and sprayer attached.

“Given the characteristics of its agriculture, Paraná is a strategic state for Mahindra.

More than 80% of tractor sales in the region are in the power range below 120 hp, which is directly aligned with our portfolio. We could not miss this event,” says Jak Torretta Jr., CEO of Mahindra in Brazil.

To serve rural producers, dealerships Agronômica, KR Máquinas, Nosso Campo and Pantanal are present at the event, offering technical support and information on commercial conditions.

Sector growth and prospects

The tractor sector faced challenges in 2024, with a 13% drop in sales compared to 2023, due to factors such as drought in

the Midwest, high interest rates and devaluation of agricultural commodities. However, the small and medium producer segment grew 3%, driven by coffee and orange cultivation.

Even in a challenging environment, Mahindra recorded 21% growth in sales, surpassing the industry average. “Our performance was especially strong in family farming, reinforcing our commitment to offering efficient and affordable solutions to producers,” highlights Torretta.

The Show Rural Coopavel 2025 promises to be a strategic space for Mahindra to consolidate its presence in the market and expand its proximity to rural producers.

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LS Tractor launches two products at Show Rural 2025

The new Plus 90 LE and J25H models focus on citrus farming and the gardening segment

12.02.2025 | 08:41 (UTC -3)

Nelson Moreira, Cultivar Magazine edition



LS Tractor chose the Coopavel 2025 Rural Show, which will take place between

February 10 and 14 in Cascavel (PR), to launch two new products: the Plus 90 LE and the J25H. The models are part of the brand's portfolio of South Korean technologies, which are developed based on the needs of real rural producers.

The Plus 90 LE, a special 88 hp series, features a new FPT engine with 350 Nm of torque and a three-valve hydraulic system, including one with automatic disarming, one spring-centered, and another with variable flow for hydraulic motor operation (2 to 50 l/m). According to Felipe Vieira (pictured), LS's commercial director, the tool is essential for citrus farming and other activities that require precision in the hydraulic system, as it combines fuel economy, operational comfort, and all the features that make the Plus Series famous

in the market.



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The J25H, in turn, is designed for gardening, landscaping, cleaning and maintenance of rural and urban properties. The tractor has a 25 hp Mitsubishi engine, with HST hydrostatic transmission and two gears. It can be fitted with a central lawnmower and a front loader for loading and unloading materials.

“In Brazil, we have a very large number of farms, country estates and residential or business condominiums that have demand for a product like this, which is why we are introducing the J25H so that this consumer

has a new and better choice”, says Vieira.

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Bayer announces pesticides at Show Rural 2025

The information was presented by Rodrigo Nuernberg

11.02.2025 | 16:18 (UTC -3)

Cultivar Magazine



In the federal approval phase, with availability expected from 2026, Bayer has confirmed the launch of a new herbicide: diflufenicam (CAS 83164-33-4, HRAC 12), with pre-emergent action. Together with metribuzim, the product should increase the control spectrum, especially for goosegrass and *Amaranthus* sp.

The information was presented by Rodrigo Nuernberg, leader of the Center South business unit for crop protection at Bayer, during the Show Rural Coopavel 2025.

"Due to its active ingredient with mechanisms of action that are unprecedented in Brazil, this formulation (diflufenican and metribuzim) will be essential for resistance management.

Furthermore, it is part of one of the fastest growing segments, which is pre-

emergent,” explains Nuernberg.

For insect control, Bayer is preparing to launch the active ingredient spidoxamat (CAS 907187-07-9, IRAC 23). The molecule acts against suckers in soybean and cotton crops.

According to the company, in addition to controlling eggs and nymphs, it blocks the reproduction process of females, contributing to the reduction of the pest population in the field. It is 100% selective against natural enemies.

[Cultivar Magazine published information about diflufenicam and spidoxamat in February 2024. Click here to read.](#)



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[Click here and watch on Instagram](#)

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BP announces leadership change at BP Bioenergy

Geovane Consul leaves the company and Andres Guevara de La Vega takes over as president

11.02.2025 | 16:14 (UTC -3)

Roberta Vieira



Geovane Consul, CEO of BP Bioenergy, has decided to leave the company to take

on new challenges, having worked since the formation of the BP Bunge Bioenergy joint venture in 2019, driving the strategy and growth of this business. His leadership has had a significant impact on the acceleration and transformation of the company, achieving important advances in terms of safety and operational performance, with improved agricultural and industrial assets, leaving the company in a strong position and with great prospects for the future to support BP's growth strategy in bioenergy.

“I thank Geovane for his dedication and contributions during his career with us and wish him success in his next professional chapter. I will continue the work he started, consolidating the bioenergy business for the growth and innovation phases,” he

reinforces. **Andres Guevara de la Vega** (pictured), president of BP in Brazil and now also CEO of BP Bionergy.

In September 2024, Andres Guevara de la Vega was announced as the new president of BP in Brazil and became chairman of the board of the joint venture, in addition to the position of non-executive director of the board of Pan American Energy, one of Argentina's leading energy companies, which inaugurated ten wind farms in Brazil. Also in 2024, BP took over Bunge's share in the bioenergy joint venture they formed in 2019.

“It is an honor and a joy to take on the leadership of BP in Brazil, a country very close to my heart and a market with countless opportunities for the energy

sector. The country plays a key role thanks to its vast potential in renewable energy, especially in the bioenergy sector. The combination of abundant natural resources and a diversified energy matrix certainly puts Brazil in a privileged position to make BP an integrated energy company,” said the executive when announcing his position at BP Brazil.

Andres Guevara of La Vega has extensive international experience in the sector, spanning over 20 years of career, including various roles in the Upstream segment, trading and, more recently, low-carbon energy. Andres holds a degree in production engineering from Universidad Simón Bolívar, and an MBA in finance and economics from the University of Chicago. During almost two decades at BP, he has

held operational, planning and management positions. He was President of BP Spain, Director of Business Development for global Gas Value Chains, Business Development Manager for Upstream South America based in Brazil and Coordinator of Crude Oil Trading and Origination in Latin America.

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Corn leafhopper incidence continues to rise in SC

Corn Monitor Program recorded weekly increase in average number of insects

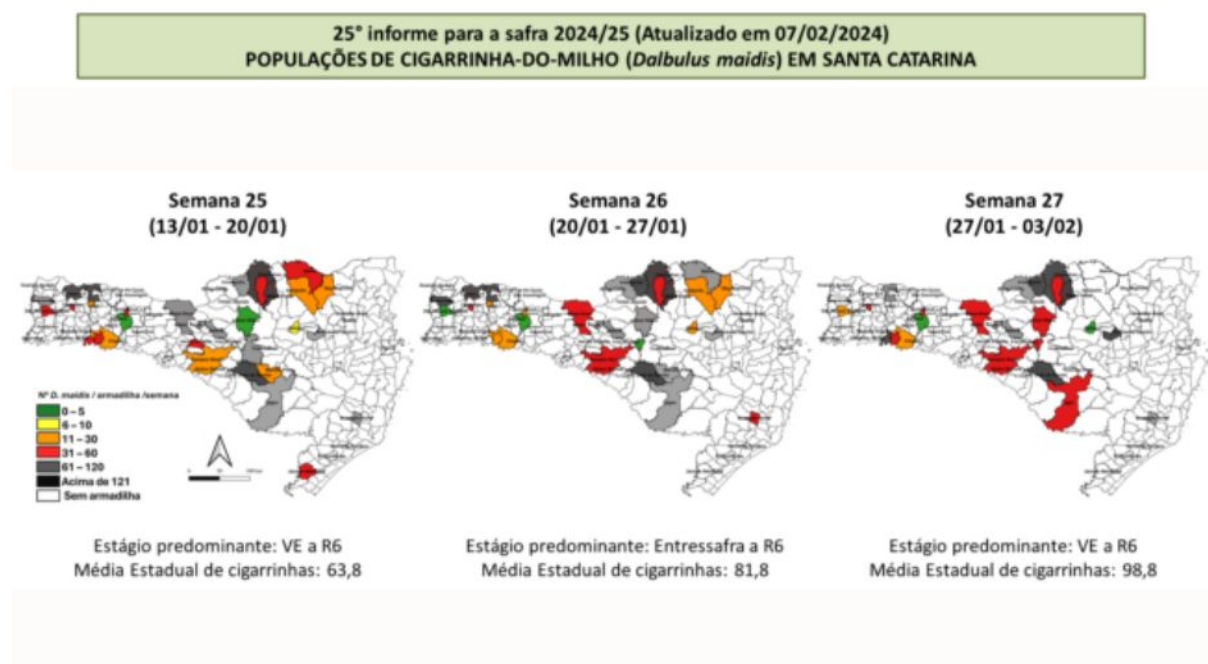
11.02.2025 | 15:58 (UTC -3)

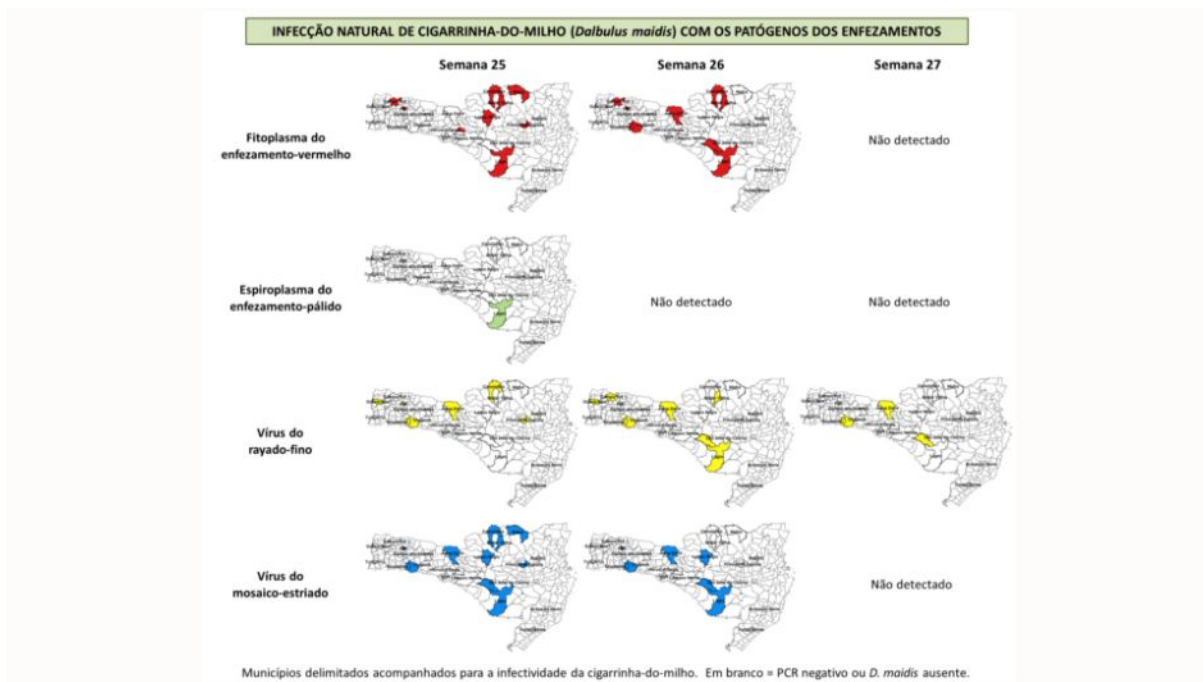
Karin Helena Antunes de Moraes



The state average incidence of corn leafhoppers has been increasing weekly in

the state of Santa Catarina. “As producers are starting their second planting, the leafhopper tends to migrate from old plantings, which are already being harvested, to new plants, concentrating populations in the off-season areas and increasing the proliferation of the insect,” warns Maria Cristina Canale Rappussi da Silva, a researcher at Epagri responsible for monitoring.





Although the absence or low detection of insects with spiroplasma is observed, phytoplasma has been appearing more frequently in the state's crops. Therefore, producers planning second-crop corn must be attentive to the initial management of the crop to prevent infected insects from migrating from older plantations and transmitting the pathogens in the initial stages of the second-crop corn. "We

noticed that, if management is carried out, there is even a decrease in infected insects," comments the researcher.

She emphasizes the importance of all producers in a region carrying out chemical control of newly planted crops up to V8 – V10, as these stages are critical in case of transmission. "The symptoms of stunt disease are silent and will only be observed and quantified during the crop development phase," says Maria Cristina.

The researcher also emphasizes that producers should pay attention to the bulletins produced by the Monitora Milho SC program. "It is necessary to observe the color change in each location. Each color represents a different incidence range. We see that several locations are in

red, or even black. This means that there are places with more than 31 leafhoppers found per week. Others indicate that more than 120 leafhoppers were detected in the traps.”

Corn Monitor Program

The attack of leafhoppers infected with the pathogens of corn stunt can substantially compromise the production of corn crops. To monitor the situation, the Monitora Milho SC program was created in 2021. It is an initiative of the Action Committee against Corn Leafhopper and Associated Pathogens, composed of Epagri, Udesc, Cidasc, Ocesc, Fetaesc, Faesc, CropLife Brasil and the State Secretariat of Agriculture and Livestock.

Monitoring consists of traps installed in crops throughout the state, in order to represent the reality of corn-producing regions. The traps capture leafhoppers, which are analyzed in a laboratory to detect their infection by pathogens that cause diseases of the corn stunt complex.

To help the production chain monitor and control this insect in Santa Catarina, Epagri developed the Monitora Milho SC app. The app, available for free download, allows producers and technicians to monitor the incidence of the corn leafhopper in Santa Catarina to make more accurate decisions about management. This tool also provides information on the infectivity of the leafhopper with pathogens of the corn stunt complex.

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Sumitomo Chemical celebrates 50 years in Brazil at Show Rural

Japanese company presents its new brand positioning, “Agriculture Unites Us”

11.02.2025 | 14:28 (UTC -3)

Luis Fernando Duarte, Cultivar Magazine edition



Sumitomo Chemical, a Japanese company founded in 1913, begins its celebrations of

five decades of operations in Brazil during the Show Rural Coopavel. In addition to the milestone, the company reinforces its presence in the retail of agricultural inputs, a sector in which it has been operating for five years, and presents new products for the 25/26 harvest.

“We are a new entrant in the sector, which has 111 years of global operations, with 45 years of successful B2B experience in Brazil, in which Sumitomo Chemical and its global innovation network have contributed with their main specialty, which is the Research and Development of new molecules and formulations, which are marketed by other industries. In the retail sector, in the last five years, the company's biggest and greatest project has been to expand this operation to the end customer,

who is the one who produces and uses our solutions, requiring an extremely positive business, cultural and technical transformation from us,” explains Nairo Piña, vice president of Latin America at Sumitomo Chemical.

To mark this moment, the company has adopted the concept “Agriculture Unites Us”, highlighting the connection with producers and the importance of innovation in the sector. “Our commitment has always been to offer solutions based on science and technology to support agriculture. We want to strengthen this partnership and the search for sustainable practices”, says Cassio Gregghi, head of Sumitomo Chemical Brasil.

During the Coopavel Rural Show, Sumitomo Chemical prepared an interactive space to welcome visitors. At the stand, visitors will be able to learn more about the company's history and record their visit with personalized photos. At Rancho Agricultura Nos Une, a space dedicated to the exchange of knowledge, research results and new solutions for the 25/26 harvest will be presented, in addition to an augmented reality experience. There will also be fun activities for children, such as origami workshops with themes related to agriculture.



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Pest and disease management chat

Rancho Agricultura Nos Une will feature conversations with experts about challenges and strategies in agricultural management. Check out the schedule:

- Monday (10), 10:30 am – Dr. Glauber Renato Stürmer: Pest management
- Tuesday (11), 8:30 am – Claudia Arieira: Nematode control
- Wednesday (12), 10:30 am – Dr. Lucas Fantin: Diseases in large crops
- Thursday (13), 10:30 am – Prof. Giliardi Dalazen: Weed management

Furthermore, at Espaço Impulso, the director of Marketing and Business

Development Latam, Mauro Alberton, will address the role of agribusiness in the future of intelligent plant management, on Monday, the 10th, at 11 am.

News for the 25/26 harvest

Visitors will also be able to learn about Sumitomo Chemical's latest solutions. Highlights include the insecticide Kaiso Max, developed for efficient control of pests such as bedbugs, and the herbicide ZethaMaxx EVO, which combines three modes of action for weed management in soybeans, corn, cotton, beans and wheat in the second harvest.

The fungicide Excalia Max, the reference for Aveo EZ seed treatment, and the MycoApply EndoFuse and MycoApply EndoMaxx solutions, aimed at improving the biological quality of the soil, are also present at the fair.

Finally, the company presents at its stand the Intelligent Physiological Management Programs Soy+ and Corn+, which have personalized technical recommendations for each crop in the management of flowering, maturation and harvesting.

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Science expands scope of biological nitrogen fixation

Research with non-leguminous plants expands the horizons of biological nitrogen fixation in national agriculture

11.02.2025 | 14:18 (UTC -3)

Fernanda Diniz



Photo: Aline Macedo

Biological nitrogen fixation (BNF) is a technique that combines sustainability and economic gains. According to Embrapa's 2023 social report, the adoption of BNF in soybean crops generated savings of approximately BRL 38 billion in nitrogen fertilizer imports in 2021. Such savings reached BRL 72 billion in 2022, an increase of 89% compared to the previous year. The positive results of these results, obtained mainly with soybeans, encourage Embrapa to extend BNF studies to non-legume plants, in order to increase the benefits of this technology for national agriculture.

According to Embrapa's Director of Research and Development, Clenio Pillon, the expansion of BNF knowledge acquired by Embrapa since the 1970s is

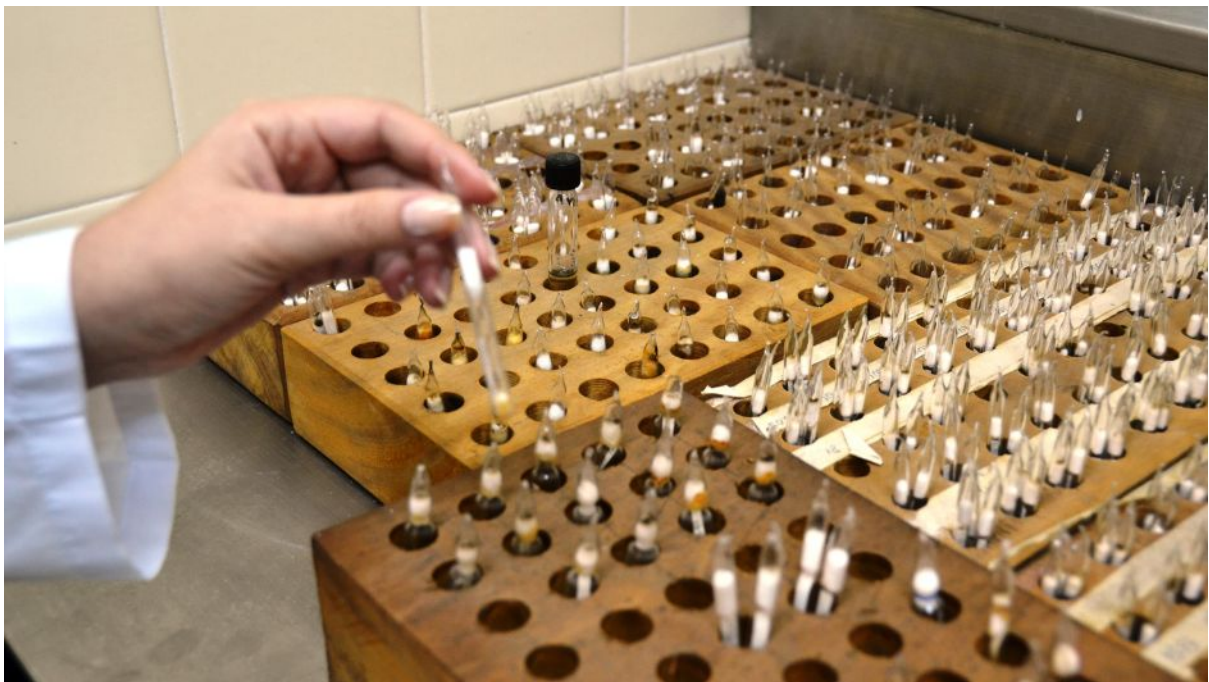
fundamental for the advancement of technology with sustainability and economic gains for the country. “Our goal is to invest in cutting-edge technologies, such as gene editing, to improve the performance of the bacteria used in this process, in addition to expanding BNF to non-legume plants. This is currently one of the main strategies of Brazilian agricultural research. The knowledge acquired by Embrapa in mitigating carbon emissions and adapting agricultural crops to climate risks provides us with the scientific basis for this evolution,” he highlights.

According to the National Supply Company (Conab), Brazil recorded a record volume of fertilizer imports in 2024, with a total of 2,77 million tons, compared to 2,41 million in the previous year, which represents an

increase of 15%. The country is one of the largest consumers of nitrogen fertilizers in the world, with an average annual consumption of approximately 40 million tons of fertilizers, of which about a third are nitrogenous. Despite being a large consumer, Brazil faces challenges related to the domestic production of nitrogen fertilizers, with a significant dependence on imports. In addition, there is a risk of negative environmental impacts, resulting from the contamination of groundwater with nitrates and eutrophication (increased amount of nutrients in the aquatic environment), which can lead to pollution of aquatic ecosystems in rivers and lakes. On the other hand, the use of nitrogen fertilizers is what makes it possible to feed

more than half of the world's population today, given the essential role of this input in agricultural productivity, being one of the pillars of global food security.

FBN is a sustainable alternative to agriculture and food



At the same time, biological nitrogen fixation (BNF) is becoming a sustainable alternative, allowing crops, especially legumes, to obtain this nutrient naturally. This process occurs through the symbiotic association between plants and soil microorganisms, such as diazotrophic bacteria, which capture atmospheric nitrogen and convert it into forms that can be assimilated by plants.

Embrapa has been a pioneer in the development of this highly sustainable and profitable technology since the 1970s, thanks to the studies of researcher Johanna Döbereiner, which contributed significantly to reducing dependence on synthetic fertilizers in Brazilian agriculture. The evolution of research in Brazil led to

the patenting of the first inoculant by Embrapa in 2.000. Today, the main bacteria used in the biological nitrogen fixation process in non-legumes is *Azospirillum brasilense*, which in addition to stimulating plant growth; increases nitrogen supply and reinforces tolerance to water stress. In 2021, Embrapa launched the first multipurpose inoculant for pastures.

Agricultural research solutions for expanding BNF in non-leguminous plants

Check out the main guidelines outlined by Embrapa for the expansion of FBN in

Brazil:

- Isolation, identification and selection of new diazotrophic organisms for non-legumes in different biomes;
- Use of Embrapa's microbial germplasm bank to develop new inoculants in non-leguminous plants;
- Definition of key agricultural crops, such as corn, wheat, rice and pastures;
- Innovation in the use of inoculants in other agricultural crops, such as lettuce, tomatoes, potatoes and coffee;
- Gene editing to improve the bacteria used in FBN;
- Development of indicators for assessing BNF in non-legumes under field conditions;

- Assessment of greenhouse gases and their relationship with the use of inoculants and FBN;
- Use of artificial intelligence;
- Optimize the results of plant genetic improvement and the selection of new microorganisms with potential for use in FBN.

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John Deere Bank joint venture officially established

Strategic alliance between the agribusiness giant and Bradesco bank joins forces to transform the financial market

11.02.2025 | 09:51 (UTC -3)

Beatriz Bucciano



Banco John Deere and Bradesco announce the completion of regulatory and

competition approvals for a joint venture in Brazil. **Announced in 2024**, the two institutions are now establishing an innovative strategic alliance in the Brazilian market, joining forces to transform the financial services market in the agricultural sector. Alex Ferreira (pictured), an executive at John Deere, has been named CEO of the joint venture.

Bradesco, through its subsidiary Bradesco Holding de Investimentos, has invested in Banco John Deere, a wholly owned subsidiary of Deere & Company. With the joint venture, the institutions intend to expand and optimize the portfolio of banking and financial products, combining technological innovation and operational efficiency to offer more competitive and customized solutions to customers and

dealers in Brazil.

“With the establishment of this strategic alliance, we will transform the financing experience for our customers. Our goal is to promote the growth of the agricultural sector and strengthen the role of Brazilian producers in the global economy,” explains Alex Ferreira.

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Coopavel and Embrapa launch inoculant for corn

Azoscoop is the first inoculant developed by Coopavel's Biocoop biofactory

11.02.2025 | 09:40 (UTC -3)

Cultivar Magazine, based on information from Lebna Landgraf



Photo: Lebna Landgraf

Embrapa Soja and Cooperativa Coopavel are presenting a new inoculant for corn at

the Coopavel Rural Show in Cascavel (PR). The launch will take place on February 12, at 10 am, at the Coopavel stand. The product contains strains of the bacteria *Brazilian Azospirillum* CNPSo 2083 (Ab-V5) and CNPSo 2084 (Ab-V6), promoting plant growth, increased productivity and reduced use of nitrogen fertilizers.

The new inoculant, called Azoscoop, is the first developed by Coopavel's Biocoop biofactory, in partnership with Embrapa. Its launch also marks the inauguration of the factory, the first biological products industry within a cooperative in Brazil. For Rogério Rizzardi, coordinator of Show Rural Coopavel, this initiative strengthens sustainable production and impacts everything from grains to livestock.

Tested in seven field trials over four harvests in Paraná, Azoscoop demonstrated efficiency in reducing nitrogen use. Compared to the treatment without inoculation and with 100% N, it was possible to reduce nitrogen fertilization by 25% without loss in productivity. In cases where fertilization was 75% N, the inoculant provided a 12,4% increase in grain yield.

Researchers Mariangela Hungria and Marco Antonio Nogueira, from Embrapa Soja, emphasize that inoculants containing growth-promoting bacteria are an alternative to increase the efficiency in the use of chemical fertilizers. The strains used in Azoscoop have been commercialized since 2009/2010 and generate a market of more than 20 million

doses per year.

The use of this bioinput improves the absorption of water and nutrients by plants, favoring root growth and making the use of nitrogen fertilizer more efficient. In addition to the economic benefits, the reduction in the need for chemical fertilizers contributes to mitigating greenhouse gas emissions.

Coopavel emphasizes that the partnership with Embrapa ensures the quality and effectiveness of the product, which reaches the market as a sustainable alternative for agriculture. Azoscoop will be commercialized in February, aiming at the planting of the second corn crop.

According to Leandro Rudolf Belter, Biodefensives Manager at Biocoop, new products will be launched in 2025 to help

producers control pests and diseases.

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AGCO invests R\$19 million in new facilities in Brazil

New Reman Center of Excellence will be responsible for the remanufacturing of agricultural transmissions

11.02.2025 | 09:22 (UTC -3)

Cultivar Magazine, based on information from Ana Marta Gonçalves dos Santos



Photo: Tiago Lima

AGCO Corporation announced the expansion of its operations in Jundiaí (SP) with the inauguration of two new structures: the Reman Transmissions Center of Excellence and the new AGCO Academy headquarters. With an investment of R\$ 19 million, the company reinforces its commitment to innovation, sustainability and technical training in agribusiness.

The new Reman Center of Excellence will be responsible for the remanufacturing of agricultural transmissions, including continuously variable transmissions (CVT) and mechanical transmissions. With an area of 1.750 square meters, the unit has an initial capacity to produce 240 transmissions per year, offering a sustainable and economical alternative to

farmers. According to the company, the remanufactured transmissions follow the same quality standards as new components, with a cost up to 30% lower. Production of mechanical transmissions is scheduled for April 2025, while CVT transmissions will begin at the end of the year.

AGCO Academy now has a new 2.300 square meter headquarters, dedicated to training technicians specialized in the maintenance of agricultural machinery from the brands Fendt, Massey Ferguson and Valtra. With the capacity to train 600 professionals per year, the center will offer technical, commercial, management and parts training, as well as visits to the AGCO Parts logistics center.

During the inauguration, Eric Hansotia, president and CEO of AGCO, highlighted that the expansion strengthens the company's presence in Brazil and South America. "These investments reinforce our commitment to smart and sustainable agricultural solutions, in addition to ensuring essential technical support for producers," he said.

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BASF presents Efficon at Show Rural Coopavel 2025

New Insecticide Promises Efficient Pest Control in Soybeans, Corn and Cotton

10.02.2025 | 16:23 (UTC -3)

Cultivar Magazine, based on information from Roberta Silveira



BASF presents at the Show Rural Coopavel 2025, which runs until February

14 in Cascavel (PR), its main innovations for soybean management, with emphasis on the insecticide Efficon. The solution promises to be a reinforcement in the fight against corn leafhopper and whitefly, pests that have caused significant damage to soybean, corn and cotton crops.

With an unprecedented mode of action in the Brazilian market, Efficon is in an advanced testing phase with partner producers and will be launched in the first half of 2025. "Our goal is to offer increasingly efficient solutions for farmers, ensuring greater productivity and safety in management", says Ricardo Arruda, Digital Agronomy manager at Xarvio, BASF's digital platform.

In addition to Efficon, the company will also be highlighting its fungicide portfolio, known as Escudo Verde, which includes the products Belyan, Blavity and Keyra. These solutions act in a complementary manner in different phases of the soybean cycle, protecting the crop against diseases such as Asian rust and cercospora.



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Visitors to the Coopavel Rural Show can also check out BASF's latest developments in seeds and seed treatment, as well as digital agriculture solutions that help with decision-making and increased productivity. The event continues to be one of the main stages for

the launch of innovations in Brazilian agribusiness.

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Ascenza expands team with three signings

The company announced the arrival of Sérgio Rodrigo Pasa, Daniel Mandetta Júnior and Danilo da Silva

10.02.2025 | 14:08 (UTC -3)

Silvana Guaiume, edition of Cultivar Magazine



Sergio Rodrigo Ritter Pasa, Danilo Januário da Silva and Daniel Mandetta Junior

Ascenza Brasil is strengthening its relationship with rural producers, expanding its team of employees and

investing in new hires to strengthen partnerships with farmers from different regions of the country. Since November, the company has had three prominent names to advance new projects for crop care and healthy eating for Brazilians. Agricultural engineers Sérgio Rodrigo Ritter Pasa, Daniel Mandetta Júnior and Danilo Januário da Silva are reinforcing the Ascenza team with a focus on productivity and quality in agricultural production.

Pasa is responsible for the North, Northwest and Central regions of Rio Grande do Sul, in addition to the Serra Gaúcha. Mandetta Júnior will be present in the Southwest and the Green Belt of São Paulo. Danilo will take over the Triângulo Mineiro and Alto do Parnaíba regions.

“The new acquisitions by the Ascenza team demonstrate the company’s commitment to rural producers and quality agricultural production throughout the country. Our focus is on caring for crops, providing support from land preparation to harvesting,” says Ascenza Brasil CEO Renato Francischelli.

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THK debuts in the Brazilian agricultural market

The company, a subsidiary of the Japanese multinational THK Co, is participating in Agrishow for the first time

10.02.2025 | 14:04 (UTC -3)

Cultivar Magazine, based on information from Zulmira Felício



THK Brasil, a subsidiary of the Japanese multinational THK Co., Ltd., is making its

debut in the Brazilian agricultural sector and is participating for the first time in Agrishow, which will take place from April 28 to May 2 in Ribeirão Preto (SP). The company expects to grow 10% in sales focused on agribusiness, driven by the offer of agricultural automation solutions.

THK's highlight at the fair will be electric actuators, which ensure greater precision, energy efficiency and durability.

Applications include planting and harvesting systems, smart irrigation, ventilation control in greenhouses and automated animal feeding. In addition, the devices allow remote adjustments to sprayers and silos, reducing waste and optimizing operations in the field.

“We are going to bring all our technology to the agricultural sector, which moves the

country forward,” says Daniel Ishida (pictured above), sales manager at THK Brazil. The company is betting on innovation and sustainability to expand its operations in the agricultural market.

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John Deere presents PL1200 planters at Show Rural Coopavel 2025

The new line is available in four models: 1207,
1209, 1211 and 1213

10.02.2025 | 11:59 (UTC -3)

Cultivar Magazine



John Deere presented the PL1200 planter series at the Show Rural Coopavel 2025. The machine was designed to serve producers in southern Brazil, including family farming.

According to the company, the equipment has 15% more operational performance, 30% more fertilizer autonomy and reduces the time to fill the central seed box by 44%.

"It is a machine that is easy to use, ensuring ease and agility in work", says Volmir Schweig, tactical marketing specialist at John Deere Brazil.

Among the main differences, the central seed box stands out, with a capacity of 900 liters and a level sensor. The fertilizer supply capacity was also increased to around 170 kilos per line.

Another advance is in the pneumatic springs, which now have unified pressure adjustment, reducing adjustment time by up to 78 minutes.

The new line is available in four models: 1207, 1209, 1211 and 1213, ranging from seven to thirteen rows, with spacing ranging from 45 to 90 centimeters, serving crops such as corn, soybeans and peanuts.



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Banana cultivation on highways threatens crops in GO

Agrodefesa has issued a warning about the practice, which is prohibited because it favors the spread of pests

10.02.2025 | 10:46 (UTC -3)

Anna Leticia Azevedo



The Goiás Agricultural Defense Agency (Agrodefesa) has issued a warning about

the agronomic and environmental risks of growing banana trees on the side of highways in Goiás. The practice, prohibited by law, can facilitate the spread of pests and compromise the sustainability of banana production in the state.

According to the agency, highway right-of-way areas are public areas intended for road safety and should not be used for planting. In addition to threatening crops, this practice can favor the spread of pests through vehicle traffic, illegal seedling trade and contact with agricultural machinery.

The entity reinforces the need for rigorous phytosanitary measures, such as the use of certified seedlings, elimination of disease outbreaks and sanitation of

equipment. Among the main threats to the sector are Black Sigatoka, already present in the state, and *Fusarium oxysporum* f. sp. cubense race 4 tropical, devastating pest detected in neighboring countries.

With Goiás responsible for 65% of banana production in the Central-West region, Agrodefesa highlights the importance of raising awareness to avoid harm to the economy and food security. Inspections have been stepped up, and violators may be punished with fines and environmental sanctions.

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