



make it grow

**POTATO
GROWING
IN MEXICO**

Use of pivot irrigation

iTRACK

Intelligent
monitoring for
irrigation systems

FERTIGATION WITH PIVOTS:

NOURISHING CROPS, ENHANCING HARVESTS.



Fertigation with pivots optimizes every drop of water and fertilizer, increasing efficiency, reducing costs, and improving the quality of your harvests.



- 

Economical use of fertilizers
- 

Lower production costs
- 

Minimum impact on the crop
- 

Smaller environmental footprint



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make it grow

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A WORD FROM THE CEO



It is an honor to address you in this new issue of “Make It Grow”, especially dedicated to our beloved Mexico. In this edition, we address crucial issues for the sustainable agricultural development of the country, focusing on the transition from traditional gravity irrigation methods to more efficient and environmentally friendly systems, such as those offered at Western and Pierce.

Mexico faces significant water management challenges, with approximately 9 million people without adequate access to this vital resource. Agriculture, being one of the main consumers of water, plays a fundamental role in the implementation of solutions that optimize its use. The adoption of technified irrigation systems not only improves water efficiency, but also contributes to increasing food production in a sustainable manner.

In this issue, we collaborate with one of our main distributors to reveal the secrets of **growing potatoes**, a staple in the Mexican diet. In this issue we will also introduce **new dealers** who have joined the family, committed to providing cutting-edge solutions and exceptional service to our customers, as well as established dealers with extensive experience and knowledge of the demanding Mexican market. Both contributions strengthen our mission to promote a more efficient and environmentally friendly agriculture in Mexico and the world.

We are taking advantage of this issue to launch **iTrack**, the newest member of the iControl family, internationally. This innovative device allows real-time monitoring of the status of our pivots, providing farmers with accurate information to make informed and timely decisions. With iTrack, we facilitate the efficient management of irrigation systems, improving the productivity and sustainability of farms. Don't miss out on all the benefits it offers.

As usual, we present our partners in success, this time our **suppliers in the Mexican market** who support the commercial and distributor network locally. Thanks to their cooperation, our growth has no limits.

Finally you can meet our local technical sales team, **Diego Solis and Juan Montoya**. They are the heart of Mexican irrigation. Get to know them better in their own words.

We hope you enjoy this new issue of Make It Grow and that the information shared here will be of great use to you in your agricultural activities. Together, we will continue to work for a more prosperous and sustainable future in Mexico as well.

And above all... VIVA MEXICO!

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The adoption of technologically advanced irrigation systems contributes to increasing food production in a sustainable manner.”





Transforming the mexican AG

Mauricio Rangel: Innovation and expertise in mechanize irrigation

Mauricio Rangel is a mechatronic systems engineer and currently leads a family business based in Leon, Guanajuato. With more than 45 years of history, this company has been a pioneer in mechanized irrigation solutions in Mexico, with a special focus on linear systems and advanced technologies.

“My father started this company when he was 22 years old. Since then, we have evolved to become specialists in frontal or linear irrigation systems, particularly those with electronic guides,” Mauricio explains. Although the company’s portfolio includes pivots, drip, sprinkler and micro-sprinkler, its real differential lies in the complexity and precision of linear systems.

Specialization in front-feed systems

Linear irrigation systems are a specialized option that stands out for their ability to make the most of linear or square plots of land, common in certain agricultural regions. Although more complex and with greater requirements in comparison to pivots, they offer significant benefits for land where maximize the area covered by the system.

This equipment incorporates electronic guides and requires maneuvers such as changing hoses or electrical connections at regular intervals, which requires greater supervision. However, their design allows them to cover almost 100% of the land, unlike the pivots that operate in circles and can leave areas without irrigation.

During the adoption process, users are instructed in the proper handling of the equipment and are assisted in their first crop cycle. Thus, linear irrigation is positioned as an efficient solution adapted to specific terrains, differentiating itself in the market for its technological sophistication and versatility.



Advantages of Pierce systems

Pierce brand irrigation machines have several key advantages over other brands. In first place, the material used is of high quality, with a thicker profile and excellent galvanizing to protect the pipe, ensuring durability and strength. In particular, the Permapipe systems are exceptionally well coated, offering superior protection.

They have an additional height of approximately 30 cm, which is ideal for tall crops such as corn or sugarcane, preventing damage and allowing efficient operation.

Role of technology in the irrigation sector

Technology has significantly transformed the automated irrigation machinery sector, especially in systems such as pivots. For example, systems such as iControl stand out for being intuitive and easy to use, which benefits both users and operators by simplifying its implementation.

The perception of this technology varies according to the customer profile. Corporations and large companies highly value these tools, as they allow detailed control of operations, including labor times, consumption, rainfall and failures.

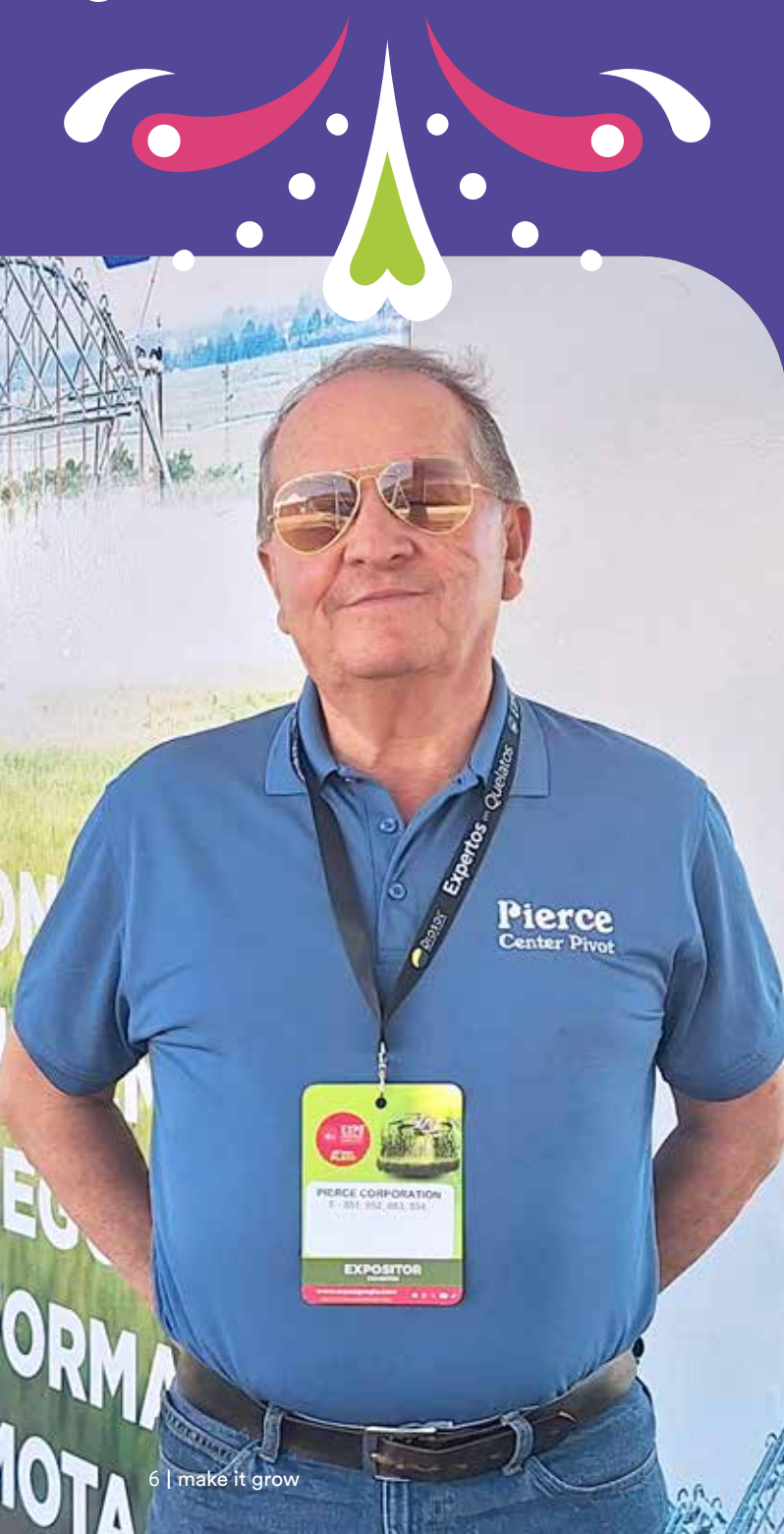
In contrast, small farmers tend to prefer simpler and more accessible systems due to limitations of personnel, equipment and levels of familiarity with the technology. Thus, irrigation technology adapts to the needs of different types of users, offering advanced solutions for large operations and practical options for farmers with more limited resources.

**Find Mauricio in
COMERCIALIZADORA DE RIEGOS**



“

My father started this company when he was 22 years old. Since then, we have evolved to become specialists in frontal or linear irrigation systems, particularly those with electronic guides.”



Jorge Sánchez Ruano's vision: four decades dedicated to irrigation

Jorge Sánchez Ruano has dedicated more than 40 years to the irrigation industry, from his beginnings as responsible for the construction of a golf course to becoming a pioneer in the installation of pivot systems in Aguascalientes. His experience reflects the evolution of irrigation technologies in Mexico and their impact on agriculture.

“The pivots managed to double water efficiency, reaching up to two hectares irrigated per liter of water, compared to traditional systems.”

From first steps to leadership in automated irrigation

Jorge's journey began on a golf course, where he learned the importance of efficient irrigation. He then joined the family business in the sale and installation of irrigation systems. Since then, he has been a witness and protagonist of a historic transition: from flood irrigation to sprinkler and, finally, to pivot systems. In 1989, he participated in the installation of the first pivot in Aguascalientes, marking a before and after in the region.

The transformation of irrigation in Aguascalientes

The evolution of the industry was driven by the need to optimize water resources and adapt to economic and cultural changes. Aguascalientes went from being a region of vineyards and fruit plantations to an epicenter of livestock production. This change demanded more efficient irrigation systems, such as pivots, which provided uniform coverage and required less labor.

Jorge points out that the pivots were able to double water efficiency, reaching up to two hectares irrigated per liter of water, compared to traditional systems. In addition, the pivots overcame the limitations of the local topography, being able to operate on terrains with steep slopes.

The competitiveness of pivots versus other irrigation systems

With more than a thousand pivots installed, Jorge has proven the advantages of this system over drip irrigation. Although drip was an initial solution for specific crops, its high cost and short useful life made it less viable for forage crops. In contrast, pivots offer lower operating costs, ease of management and greater durability, consolidating them as the preferred option in the region.

Technological evolution in pivot systems

Over the years, pivots have suffered significant improvements in design and functionality. From more efficient motors and sprinklers with more accurate nozzles, to switching from metal downspouts to high-temperature hoses, each innovation has optimized performance and reduced operating costs. These advances have allowed for uniformity in water application and greater adaptability to different types of crops.

The vision for the future

His 35 years of experience working with pivots confirms that this technology will continue to be a fundamental pillar in modern agriculture. Jorge Sánchez Ruano is a living testimony of how technological innovation can transform agriculture. His vision has not only contributed to the development of irrigation in Aguascalientes, but also offer a roadmap to meet the industry's future challenges. With systems such as pivots, agriculture has the tools to be more efficient, sustainable and future proof.

**Contact with Jorge at
SISTEMAS DE RIEGO PRESURIZADO**





Passion and perseverance: Blanca Alejandra Dominguez Márquez's trajectory in agriculture

The world of irrigation and agriculture has historically been a male-dominated field. However, Blanca Alejandra Domínguez Márquez, a mechatronics engineer from Veracruz, has shown that passion, technical knowledge and perseverance have no gender. With more than 12 years of experience in the sale and design of irrigation systems, Blanca has become a leading figure in the industry, providing customized solutions in the industry, and facing challenges with creativity and bravery.

From his beginnings in agricultural machinery to his specialization in irrigation systems, her love for the field stemmed from the opportunity to tackle unique challenges. "Every project is a tailor-made suit," she says, a philosophy that has driven his career by tailoring each solution to the specific needs of producers.

Today, Blanca not only leads in the design and implementation of advanced systems as central pivots but also inspires others with her ability to overcome cultural and gender barriers. Her commitment to innovation and focus on practical solutions has left a significant footprint on crops such as sugarcane and pineapple in the southern region of Veracruz.

My decision to join Pierce

After working for a decade with other brands, I decided to switch to Pierce because I was looking to continue learning and growing in such a promising market as irrigation in Mexico, a sector that requires commitment

and education to the producer. At Pierce I found an excellent team and a quality product that I can endorse with confidence. My focus on after-sales, which I consider the backbone of this business, reinforces my commitment to provide a complete and reliable commitment to providing a complete and reliable service.

My contribution as a professional woman and young person

Women stand out for being decisive, hard-working and tireless. My strength lies in solving problems, enjoying challenges and finding innovative solutions. This, coupled with my experience, fits perfectly with Pierce's fighting spirit, where we all seek solutions and overcome obstacles.

I have given up time with my family and personal aspects to prove my ability in a sector historically dominated by men. Unlike my peers, I have faced challenges such as physical demands and prejudice towards my work in the field. Despite these difficulties, I am the first woman in Mexico to lead an irrigation company with official machine distribution, which fills me with pride.

Advantages of pivot irrigation on sugarcane

The implementation of pivots in crops such as sugarcane has proven to be a highly efficient

solution. Compared to fixed sprinkler irrigation, mechanized irrigation offers 35-40% labor savings and 10-20% productivity gains. Compared to drip irrigation, although productivity increases are similar, the pivot requires less operating personnel, significantly reducing costs and ensuring easier management on large farms.

The Future of Pivot Irrigation

Pivot irrigation has great potential for expansion, especially in the south of the country, where water and soil conditions are favorable. This system stands out for its easy operation and maintenance, which makes it a viable option for a market with a labor deficit in the field.

A message for young women in the Ag sector

Agriculture is a market with enormous potential to learn and grow. Although it is a challenging path, it offers great satisfactions. Dare to explore this sector and discover the opportunities it offers for personal and professional development. Agriculture has given me more than a career: it has allowed me to grow, overcome obstacles and be recognized in a key sector for the development of the country. I am proud to be part of this change and to contribute to the growth of mechanized irrigation in Mexico.

Reach Blanca at
BRYSA SISTEMAS DE RIEGO



“Agriculture has given me more than a career: it has allowed me to grow, overcome obstacles and be recognized in a key sector for the development of the country. I am proud to be part of this change and to contribute to the growth of mechanized irrigation in Mexico.”

Potato and pivot: from the land to the mexican table



In the fields of Los Mochis, **Erasmus Olguin Oalle**, one of the most prominent potato growers in northwestern Mexico, has managed to optimize his production and improve the quality of his crop thanks to the advanced irrigation systems of **Riegos Mecanizados del Pacífico**. Through the implementation of innovative technologies, he has successfully faced the challenges of the agricultural sector in the region, increasing the efficiency of his processes.

How does pivot irrigation influence tuber yield and quality?

Central pivot irrigation ensures uniform water distribution, favoring the homogeneous development of tubers, which improves their texture, size and quality, increasing their commercial value. In addition, it allows the application of chemical products through the water, facilitating the prevention and control of pests and diseases, which optimizes the production and profitability of the potato crop.

What role does fertigation play in conjunction with pivot irrigation in potato management and production?

Fertigation is essential to supply nutrients directly to plant roots during irrigation, ensuring uniform distribution. In addition, it allows fractioning the dose of fertilizer according to the phenological stages of the plant, avoiding losses due to volatilization and leaching, which optimizes the efficiency of nutrient use.

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Center pivot irrigation ensures uniform water distribution, improving its texture, size, and quality, increasing its commercial value.”



Which regions of Mexico have been most successful in implementing pivot irrigation for potato? Why?

In Mexico, several regions have excelled in potato planting, some of the most successful being Los Mochis and Guasave in Sinaloa, Caborca, Obregón and Navjoa in Sonora, Ensenada in Baja California and some areas in Chihuahua. The success of these areas is mainly due to the availability of water resources, since water is one of the most important limiting factors for potato cultivation.

What challenges are potato farmers currently facing in Mexico?

In the agricultural region of Los Mochis, one of the main challenges this season is the scarcity of water, since irrigation depends on the dams, and due to the lack of rainfall, water levels are at the limit of conservation.

In addition, inflation and the increase in the prices of agricultural inputs are generating economic difficulties. Potato imports from the United States also represent significant competition for local producers. Finally, insecurity continues to be a problem affecting agricultural activity in the area.

What is the economic impact of the use of pivots compared to other systems of irrigation?

Center pivot irrigation has proven to be economically beneficial to farmers. Despite the initial investment required for purchase and installation, in the long run, significant benefits are obtained compared to other irrigation methods. On the other hand, automation reduces labor and energy costs, and the accuracy of irrigation improves productivity and yields.

What support or training is needed for producers to take full advantage of this technology?

In addition to local technical advice and access to operating manuals, it is essential to ensure efficient use of technology. Key to this is the use of tools such as moisture sensors, fertigation equipment calibrations and the effective application of advanced technologies.

In terms of sustainability, what are the benefits of pivot irrigation for potato cultivation in Mexico?

Central pivot irrigation allows efficient water use by applying it directly to the crops, reducing waste to a minimum and avoiding unwanted areas. This irrigation precision not only optimizes water consumption, but also contributes to increased productivity, favoring optimal tuber development. In addition, the automation of the system reduces labor and energy costs, which

translates into greater profitability for farmers. Finally, proper irrigation scheduling promotes environmental sustainability, helping to conserve water resources and minimize ecological impact.

What role does technology play in the agricultural irrigation sector today?

Technology is revolutionizing agricultural irrigation, highlighting the use of sensors, drones, monitors, controllers and precision agriculture. These tools enable smarter management of resources (water, land, energy, etc.), in addition to integrating artificial intelligence and big data for more informed decision making.

What does Riegos Mecanizados del Pacifico bring to clients like you?

Riegos Mecanizados del Pacifico stands out for offering personalized advice, providing technical guidance and specific recommendations to meet the individual needs of each client. In addition, they have a wide variety of irrigation systems, such as center pivot and frontal advance, along with other options that allow them to cover one hundred percent of the crop area. Their commitment to efficiency and reliability ensures that farmers can optimize water use, meeting their expectations and contributing to the success and sustainability of their crops.

What message would you give to potato growers interested in modernizing their irrigation systems?

To potato growers, I invite you to modernize your irrigation systems, it is a key investment for the success of your crop. Here are some recommendations:

- Research and train: learn about the latest irrigation technologies, such as pivot or drip irrigation. Know their benefits and how they apply to potatoes.
- Consult experts: talk to specialized companies, such as Riegos Mecanizados del Pacifico. They can advise you on the best options for your region and soil type.
- Consider efficiency and sustainability: modernizing not only means adopting new technologies but also doing it in a sustainable way. Think about water efficiency and how to reduce costs in the long term.
- Don't be afraid of change: sometimes stepping out of the comfort zone can be intimidating, but modernization can make a difference in yields and tuber quality.

Riegos Mecanizados del Pacifico S.A. de C.V. was founded in 2005 by Mr. Jorge Enrique Ruiz Avilés, who, upon identifying the need for central pivot and frontal advance irrigation services, decided to undertake this project. With dedication and effort, it has achieved 20 years of success, standing out for its innovation in the correct application of water in irrigation. The company has a solid human and material structure, capable of satisfying the demands of field technification. Its main office is in Los Mochis, Sinaloa, with a branch in Caborca, Sonora, and technical presence in several regions of Sinaloa, Sonora and Baja California. Riegos Mecanizados del Pacifico with its focus on innovation has allowed numerous producers like this one to maximize the use of water and improve their yields, consolidating itself as a reference in the agricultural sector of northwestern Mexico.



Technical data of the potato crop in the area of Los Mochis



AVERAGE POTATO YIELDS PER HA WITH PIVOT.

- From 36 to 38 tons of industrial potato.
- From 40 to 55 tons of commercial potato.



PLANTING DENSITY

The most common density is 55,000 plants per hectare.



WATER REQUIREMENT DURING THE CYCLE

Water consumption is 35 to 50 cms (35-50 liters /m2).



APPROXIMATE IRRIGATION FREQUENCY DURING THE CYCLE

Between 9 to 10 irrigations are given every 8 to 10 days.



TYPES OF CYCLES

Varieties from 90 to 120 days.



YIELD INCREASE WITH PIVOT IRRIGATION

From rolling to pivot 20% yield increase.

iControl
Technology

iTrack: Intelligent monitoring for irrigation systems

What is iTrack?

iTrack is an innovative monitoring solution designed for center pivots and linear systems. Equipped with GPS technology and 4G connectivity, this device offers a comprehensive view of the operation and status of irrigation machines, facilitating their management in real time.



Key features

iTrack integrates several key functionalities to optimize the monitoring and operation of irrigation systems:

- **GPS MONITORING:** Displays the exact position of the machine on an interactive map.
- **OPERATING STATUS:** Reports whether the machine is stopped or running (left or right direction).
- **PRESSURE SENSORS:** Detects if the machine is operating with water and triggers alarms for low pressure.

- **COUNTERS AND ALARMS:** Logs hours of operation, calculates estimated flow rate, and issues alarms for stops, changes in direction, or failures in pressure, GPS and GSM signal.
- **GRAPHS AND RECORDS:** Presents historical graphs of all variables and stores information such as sprinkler charts in PDF format.
- **USER MANAGEMENT:** Allows configuring access to different users according to the needs of the organization.



QUICK RESPONSE

Programmable alarms (SMS, email or push notifications) ensure an immediate reaction to interruptions or changes, minimizing the risk of water loss.

User benefits

iTrack provides control and peace of mind to the user by allowing:



REAL-TIME MONITORING

Constantly monitors machine operation from any Internet-connected device.



IRRIGATION OPTIMIZATION

Ideal for crops sensitive to water stress, where precision in operation is crucial.

Why choose iTrack?

iControlTrack is distinguished by its easy installation and efficiency:

- **SIMPLICITY:** It is easily installed on the last tower of the machine by connecting three wires and a pressure sensor, without the need for specialized technicians.
- **COMPATIBILITY:** Although it does not offer the advanced control of iControlRemote, it is an economical and functional solution for compatible electrical systems.

How does it work?

The device, installed on the last tower, uses a 4G network to transmit data to a server. Users access this data through a web application from their phones, tablets or computers, receiving real-time updates and alarms on the status and location of the machines.

iTrack is a practical, efficient and affordable tool to ensure optimal performance of irrigation systems. Its easy use and real-time monitoring capabilities make it a strategic choice for growers looking to optimize water and crop management.

Interested in iTrack but looking for more remote functionality?

Discover the potential of iControlRemote, the solution that not only allows you to monitor, but also to control your machines efficiently. With this system, you will have access to all the advanced functions of a control panel directly in the palm of your hand.

Want to know more about iTrack?

Check here:



Gustavo Dantas, Sales Manager for Komet Latin America (excluding Brazil), shares his insights on the growth of irrigation in Mexico, the acceptance of Komet products, and technological trends in agriculture.



WWW.KOMETIRRIGATION.COM



Market outlook for irrigation in Mexico

The irrigation market in Mexico has grown significantly in recent years, driven by agricultural policies and the need to ensure food security. This has increased demand and interest in more efficient and advanced irrigation solutions.

Most in-demand products in Mexico

Komet's pivot sprinklers and large-volume guns are highly popular. The **KPT (Komet Precision Twister)** stands out for its high spray angle and adaptability to different crops and climates. The **Twin Ultra** gun line, including models 61, 140, 160, and 202, is sought after for its ability to adapt to projects based on flow rate, pressure, and crop type.

Adaptation to specific crops

The design of our sprinklers ensures uniform water distribution under various conditions. In areas with strong winds, we use specific-colored deflectors (such as blue or yellow) to reduce evaporation. For delicate crops like potatoes, pressure and droplet size are adjusted to ensure they are suitable.

Collaboration with Pierce

Our partnership with Pierce is crucial as it allows us to offer efficient and long-lasting solutions. By combining technical expertise and field testing, we aim to enhance agricultural productivity.

The irrigation market in Mexico is growing rapidly, and Komet is at the forefront of this change with innovative products tailored to the specific needs of each crop. Thanks to our collaboration with Pierce, we are committed to providing solutions that not only optimize resources but also help producers tackle the challenges of the future of agriculture.



Oscar Bonilla, with 19 years at Senninger Irrigation, is the Sales Manager for Mexico and leads the company's Water Application department, while also contributing to the development of the business internationally.



WWW.SENNINGER.COM

Evolution of Irrigation in Mexico in Recent Years

Irrigation in Mexico has evolved significantly, especially in sprinkler systems. There has been a major transition from Spray-type systems to **Wobbler** emitters, such as Senninger's **IWOB**. Many farmers have experienced the benefits of these new technologies: better yields, greater uniformity, and improved germination.

Senninger's Focus in the Mexican Market

Senninger prioritizes selecting the emitter based on soil type rather than the crop. The key is to ensure the optimal droplet size to avoid adverse effects and improve irrigation efficiency. Our focus is on droplet effectiveness, wetting patterns, and how each droplet impacts the crop.

Support for the Pivot Market in Mexico and Pierce

We primarily maintain a direct presence by visiting customers and providing training to both distributors and the Pierce team. Additionally, we offer technical support through specialized software to troubleshoot issues and provide a 24/7 virtual assistance service. With over 55 years of experience, Senninger offers deep expertise in flow regulation and measurement, helping our customers optimize the use of their equipment.

Evolution of Pierce in Mexico

Pierce has grown due to its immediate stock availability and customer-focused service, building trust in the market. Its success is based on the quality of its products and its commitment to agricultural safety and efficiency.

Vladimir González Hernández works for Nelson, specifically focused on the 100% Mexican market, and has been with the company for nearly three years.



WWW.NELSONIRRIGATION.COM



Support to Pierce in Mexico

Nelson Irrigation, together with Pierce, has taken an active role in supporting farmers in this process of modernization. A clear example of this support is the ongoing guidance and training provided through factory visits and field demonstrations of irrigation technology, including pivots and sprinklers in crop zones.

Technologies supporting irrigation efficiency

Nelson offers tools such as Sprinkler Chart, an easy-to-use software to visualize irrigation behavior on pivots by adjusting parameters like drops and nozzles; Pivot

Mapper, for managing pivots and maintenance logs; and iRiCat, a recently updated software that simplifies pivot design with contour analysis and hydraulic requirements.

Farmers' perception and the transition to efficient irrigation

Mexican farmers are adopting new technologies driven by real data and uniformity tests, which are helping to discredit some myths. Generational change is also favoring this transition, as younger farmers are more willing to use digital tools to improve irrigation practices.

Sustainability and water challenges in Mexico

The challenge of efficient water use remains critical. Although electricity is relatively inexpensive in Mexico, efficiency in water and energy use is still essential. Optimizing pivot irrigation reduces costs and enhances resilience against climate change and pests.



Abraham Félix, Commercial Representative of ITC in Mexico, represents this Spanish brand specialized in dosing pumps. His focus is on expanding distribution in pivot systems to optimize fertilizer application and improve agricultural efficiency.



A VERDER COMPANY

WWW.ITC.ES

Opportunities for fertigation in Mexico

Mexico has significant potential to implement fertigation systems with pivots, driven by a shift in mindset among farmers. Given the need to optimize resources like water and fertilizers, fertigation emerges as an efficient solution.

The high cost of fertilizers represents a major portion of agricultural expenses. By maximizing their use, producers can achieve significant returns. Additionally, dosing pumps in pivot irrigation systems do not involve high costs but improve efficiency and productivity, with potential production increases of up to 20-30%.

Challenges and opportunities in fertigation implementation

The biggest challenge is the cultural shift in agricultural practices. The key lies in helping farmers understand the tangible benefits of adopting new technologies, such as fertigation, which not only improve resource efficiency but also positively impact crop profitability and productivity.

Commercial relationship between ITC and Pierce in Mexico

The relationship between ITC and Pierce has been strong and long-lasting, with years of collaboration. Both parties have established agreements and partnerships worldwide, and this year they have worked intensively to understand Pierce's needs in the Mexican market. ITC has provided full support in fertigation, both in terms of advisory services and training, strengthening the brand's presence and helping Pierce reach more producers through its distributors.



Western and Pierce: Driving Global Success

Pierce
Husker Harvest Days
SEPTEMBER | USA

Pierce
Service School USA
JANUARY 2025 | USA

Pierce
Sunbelt Show
OCTOBER | USA

Pierce
Agroalimentaria
NOVEMBER | MEXICO

Western
WESTERN DISTRI-
BUTORS MEETING
FROM SPAIN AND
PORTUGAL
NOVEMBER | SPAIN

Western
Eima Show
NOVEMBER | ITALY

Western
Sahara Show
SEPTEMBER | EGYPT

Western
Saudi Agriculture Show
DECEMBER | SAUDI ARABIA

Pierce
The South African Sugar
Technologists' Association
(SASTA)
AUGUST | SOUTH AFRICA





AUGUST | SOUTH AFRICA · Pierce

The South African Sugar Technologists' Association (SASTA)

This prestigious event focused on sugarcane, a key agricultural crop in the region. The South African Sugar Technologists' Association (SASTA) is a leading organization dedicated to promoting scientific knowledge and innovation in the sugarcane industry. There, our team of AISCO AFRICA, represented by our colleague Frederik Nel, did a great job connecting with interested people in our latest innovations for the agricultural world.

SEPTEMBER | EGYPT - Western

Sahara Show

We proudly participated in the 36th Sahara International Agricultural Exhibition, held at the Egypt International Exhibition Centre (EIEC). As one of the most important agricultural events in the region, the Sahara Expo has been a vital platform for over three decades, connecting farmers, industry experts, investors, and technology providers to drive agricultural innovation.

Our AISCO AFRICA team, led by General Director Khaled Shalabi, showcased our advanced irrigation solutions, including the cutting-edge iControl Technology. Alongside Khaled, experts Regis Simier, Mohammed Ali Sultan, Marketing Director Sherif Y. Abdul, and Territorial Managers Bahir Alani, Essam F. Mohamed, and Abduraman provided tailored recommendations to meet the unique needs of the Egyptian market.

This successful participation reinforced our position in the Egyptian market, expanded our professional network, and reaffirmed our commitment to offering innovative and sustainable irrigation solutions tailored to regional needs.



SEPTEMBER | USA · Pierce

Husker Harvest Days

Husker Harvest Days were 3 full days of joy for the agricultural industry in the state of Nebraska. We were thrilled to participate for the first time, connecting with farmers, businesses, and exhibiting our irrigation solutions. Both Jaron Everett, our National Sales Manager, and the rest of the team John Doekersen, Bubba Ivey, feel grateful for the amazing turnout.



OCTOBER | USA · Pierce

Sunbelt Show

In the heart of Georgia, USA, we had the pleasure of participating in the Sunbelt Expo, a key event for Pierce. With a stellar team led by Jaron Everett (National Sales Manager), John Doekersen (National Service Manager), and Bubba Ivey (Territory Sales Manager), we successfully connected with potential customers and showcased the advantages of our irrigation technologies.

It was incredible to see the genuine curiosity of local farmers about our solutions—there was real interest in taking efficiency and sustainability to the next level!



NOVEMBER | SPAIN · Western

Western Distributors Meeting of Spain and Portugal

An incredibly productive day with our deslers in the Iberian region. We had the opportunity to share valuable feedback, as well as to present the new technologies that we will be implementing in our irrigation systems.

In addition, we introduced the technical courses we will be offering soon and discussed the growth projections for 2025. We are very grateful for their participation and enthusiasm!



**NOVEMBER | ITALY · Western****Eima Show**

The 46th edition of EIMA International, held in Bologna, Italy, was a key event for the agricultural industry. As the largest agricultural machinery fair in Europe this 2024, EIMA stood out not only for its impressive technological showcase but also as a space for connection and learning.

During the event, we had the opportunity to interact with renowned distributors. These interactions allowed us to delve into the technical details of their products

and understand how their innovations address global agricultural challenges.

Additionally, exploring solutions from across the sector inspired us to reflect on what makes us unique and how we can continue to evolve. Undoubtedly, the highlight was the sense of community within the irrigation industry, where shared values of sustainability and quality reinforce our commitment to agricultural efficiency.

DECEMBER | SAUDI ARABIA · Western**Saudi Agriculture Show**

We are delighted to have been part of this prestigious agricultural event in Saudi Arabia, held at the Riyadh International Convention and Exhibition Center. The strong interest in our irrigation solutions allowed us to engage closely with attendees and share detailed insights about our cutting-edge products.

We are excited to continue strengthening the business relationships we have established and explore new opportunities in the region.

A huge thank you to our incredible team and distributors for their dedication and hard work during these days. Together, we continue driving innovation in irrigation!

**NOVEMBER | MEXICO · Pierce****Agroalimentaria**

Without a doubt, Agroalimentaria in Guanajuato, Mexico, was a true showcase of agricultural innovation and the perfect stage to connect with local farmers interested in our irrigation solutions.

Our Territory Manager, Diego Solís, alongside our distributors, shined as they introduced our technologies and demonstrated how they maximize efficiency and sustainability in crop production. A highlight of the event

was Diego's keynote presentation on our pivots and how they simplify agricultural work for the next generation. Truly a moment of pride!

I also can't fail to mention the incredible energy of our dealers. Spending time with this "big irrigation family" was a powerful reminder of the shared commitment we all have in this industry.

**ENERO 2025 | USA · Pierce****Service School USA**

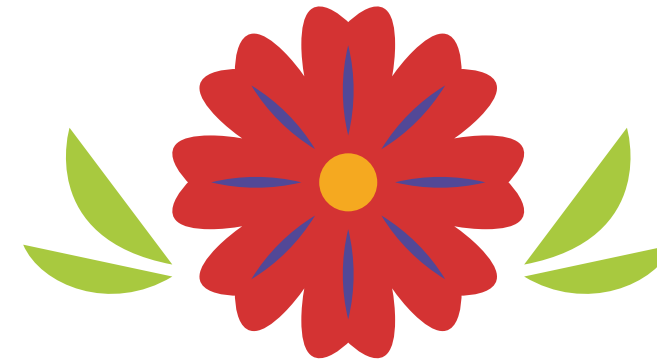
We're thrilled by the enthusiasm and engagement shown by all attendees during this training led by our outstanding team: Jaron Everett, Bubba Ivey, John Doekersen, David Mohoney, Cris Spelic, Regis Simier, and Elva Pérez.

We feel very grateful for the support of our suppliers and for their valuable lectures and updates on their latest innovations.

This technical course was a resounding success! Attendees had the opportunity to engage in hands-on exercises with our cutting-edge technologies and explore the latest features of our machines. Plus, they received firsthand insights from our expert team, gaining valuable sales tips and in-depth technical knowledge about our pivots.



Team strength



The strength of the team formed by Diego Solis and Luis Montoya lies in the complementarity of their skills. While Diego focuses on business planning and growth strategy, Luis oversees operations and technical issues. This division of roles allows them to approach challenges from different perspectives without interference, maximizing efficiency and optimizing decision making.

Both share a strong commitment to professional growth and brand expansion. The combination of Diego's commercial vision and Luis' technical expertise gives them a competitive advantage, allowing them to offer comprehensive solutions and consolidate their presence in the sector.



JUAN MONTOYA ON DIEGO SOLIS

A partnership that drives success

Working with Diego has been a great experience. He has an exceptional sales attitude, always looking for opportunities. We teamed up when he saw the way I work: prioritizing safety and quality to ensure customer satisfaction.. We share that philosophy, which has allowed us to mesh and work well together since our previous company.

The professional and personal value of working with Diego

I have learned a great deal from his strategic vision and his way of dealing with the clients. He is always looking forward to improving and progress, with a focused ambition to grow within Pierce. His loyalty to the company and his determination make him stand out.

Overcoming challenges as a team

Our team has faced numerous challenges, most notably agile problem solving under pressure. One of the biggest challenges occurred when in a pivot installation were missing some critical references. In a matter of hours, we achieved an efficient time and cost-optimized solution without the need for costly international shipping.

Another case was the detection of faults in an electrical panel. Through a detailed analysis, we were able to iden-

tify the problem and establish preventive solutions for our distributors, ensuring a more reliable service. The key has been our responsiveness, teamwork and focus on operational optimization.

A team that makes the difference

Our communication and collaboration. We support each other in solving problems, responding quickly. In addition, we listen to each other and pass on key information, which builds trust with distributors.

Commitment and excellence with distributors

We are not just another brand; we go with our customers every step of the way, from the first installation to training, making sure they are never alone in the process.

Diego, a growing leader with a great future

I see him in a leadership position, well positioned thanks to his ambition, strategic vision and commitment to the company.



DIEGO SOLIS ON JUAN MONTOYA

The value that Juan brings

The presence of a specialist like Juan in the installations provides security to the distributor and the end customer. His supervision guarantees an accurate assembly, preventing electrical errors and optimizing equipment performance. In addition, it allows detecting and correcting problems, reducing claims and improving service. His personalized attention and direct factory support reinforce the customer's confidence, ensuring top quality and safety installations.

Disposable strengths

Juan stands out for his ability to solve problems with a practical and creative approach. He not only offers technical solutions, but also adapts operational processes to local conditions, optimizing each installation with the resources available. His commitment is total: he understands the importance of deadlines and is willing to work to ensure the success of each project. His professionalism is reflected in the discipline, organization and quality of his work.

In addition, Juan shows great initiative and desire for

growth. He is involved in new areas such as telemetry and is constantly looking to expand his knowledge.

The projection within Pierce

In the next few years, he has a projection of leadership in Latin America, with a key role in technical training and the improvement of procedures. His evolution could lead him to coordinate teams, develop training material and optimize electrical and structural processes. His projection within the company is clear: a key professional in the development and evolution of the business.

Lessons learned through Juan

Professionalism has been one of Juan's greatest lessons learned. His focus on the quality and presentation of each installation has reinforced the importance of corporate image and commitment to excellence. Beyond technical functionality, his meticulous attention to detail ensures that the work reflects the professionalism of the company, differentiating us in the market.

Do you want to
get in touch with
them?

QR Diego Solis



QR Juan Montoya



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