

Transforming Guatemala's agricultural production sector with Agroamigo

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How **Banrural** is transforming *Guatemala* 's **agricultural production sector** with the **Agroamigo digital platform**

We consider it extremely important to be and work closely with our clients, therefore, last December 2022 we made an in-person visit to **Banrural** , *the rural bank of Guatemala* , an entity in the Guatemalan country whose main objective is **to help and advise more than 12,000 farmers in their agricultural production** , in an area where agriculture is one of the activities that generates the most employment in the country, a fact that makes it essential that those who work in this field have **access to cutting-edge technology** that allows them to make better decisions, in order to **obtain the best economic and environmental results**.



Throughout 2022 we developed **Agroamigo**, a **mobile digital platform tailor-made for Banrural clients**. This tool provides farmers with accurate satellite information on important data in real time such as: **climate, productive qualities, fertilization time, agricultural climate forecast, market prices, trends**, etc. Through this platform, farmers are able to identify where the soil is best, conditions suitable for crop application and nutritional reinforcement, verify pests and diseases or any other improvement work, in a very simple and dynamic way. **Agroamigo** is transforming **good cultivation practices, achieving sustainable production** results, obtaining **economic improvements** and **preserving the environment**.

Edgar Guzman, *general manager of Banrural*, tells us that “*With the creation and incorporation of this type of tools, we seek to generate a high impact on the production of each of the farmers so that they achieve greater profitability of their production, highlighting that technology is a powerful tool to impact the development of both the farmer and the country itself*”.

On the other hand, **Julio Suarez**, *manager of the small and micro enterprise Banrural*, mentions some of the main benefits that **Agroamigo** provides to its farmers. Among them:

1. **Locate your plots** to identify and locate the qualities of the land to make better use of the soil, allowing you to evaluate the behavior, development and growth of the crop.
2. **Identify pests and diseases** that can affect the crop and the methods that can be used for their control.
3. **Assessing crop health status** by determining if there are any development problems using the Normalized Difference Vegetation Index (NDVI). Allowing farmers to support each other through early warnings of diseases, pests and weather conditions.
4. **Provide a scheduled sequence of activities** to carry out applications on your crop such as fertilizers, insecticides, fungicides and herbicides.
5. **Share information on good agricultural practices** and gain knowledge on how to carry out important activities for their crops.



Horacio Balussi, *founder of Agrobot*, who was with the farmers on a field day, explains to those present that **Agrobot** is the technological base of **Agroamigo**, which **was custom**

calibrated according to the country 's own crops and through satellite and meteorological models to be able to understand the behavior of each of these crops with the specific characteristics of each place. Some of the many crops in the areas of Guatemala that can be managed with Agroamigo are **rice, corn, beans, onions, cabbage, lettuce, chili, tomatoes, potatoes, avocados, citrus, pineapple, bananas, coffee, and cardamom**, and others that will be incorporated into the agronomic base as more producers join the platform.



We would like to thank the participants of this fruitful meeting, who, through the technological contribution and our many years of agronomic knowledge, can be part of the change from **traditional agriculture to digital and sustainable agriculture**. And thus help promote the growth of **thousands of farmers** who are part of an essential link in the **agri-food chain**, through a unique user experience, to together achieve **safer food and a better future**.

Agrobit, the new agriculture.