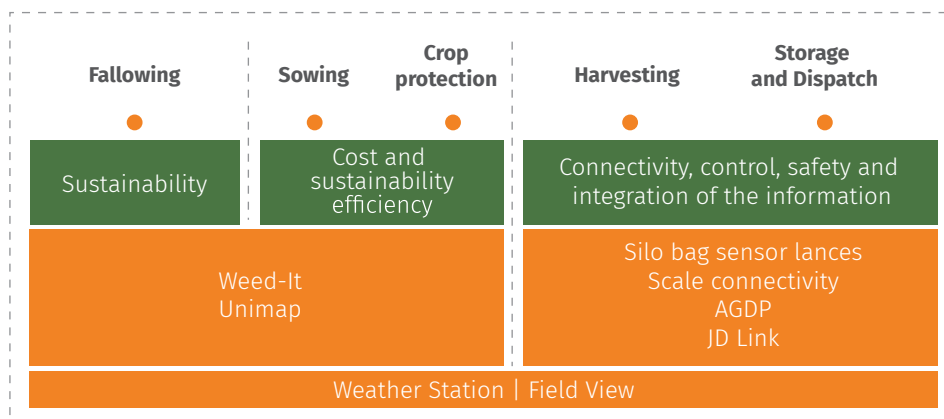*Agroganadera del NOA*

Agricultural Digital Transformation

I n a world where agriculture faces growing challenges, from climate change to resource optimization, Agroganadera del Noa leads the way towards digital transformation, which redefines farming practices.

By integrating advanced technology at each stage of the agricultural cycle, the company demonstrates that innovation can go hand in hand with sustainability, achieving operational efficiency while caring for the planet.

Technologies applied at each stage of the agricultural cycle

Fallowing	Sowing	Crop protection	Harvesting	Storage and Dispatch
●	●	●	●	●
Sustainability	Cost and sustainability efficiency		Connectivity, control, safety and integration of the information	
Weed-It Unimap			Silo bag sensor lances Scale connectivity AGDP JD Link	
Weather Station	Field View				

The use of technology throughout the production process allows us to carry out sustainable and reliable processes and to improve efficiency and quality at each stage.

Integrated Management System: Agrobit

1. Soil preparation and sowing: precision from the very beginning

In this initial stage, technology allows us to maximize resources and reduce the use of inputs:

- **WeedIt:** advanced sensors that apply herbicides only where weeds are detected, achieving a significant reduction in the use of chemicals and promoting more sustainable practices.

- **Unimap:** a system that collects weather data, such as wind, temperature and humidity, during applications, helping to explain deviations and optimize processes.

2. Crop protection: data-driven decisions

In crop management, we benefit from the use of digital tools that integrate data to make more accurate decisions:

- **Field View:** a platform that connects activities such as spraying, fertilization and sowing, allowing for specific adjustments based on the needs of each land lot and thanks to specifications based on production data.

3. Harvesting, storage and dispatch: guaranteed quality and efficiency

With the technologies we use, we ensure that each harvested grain is handled with precision:

- **JD Link:** John Deere platform that monitors field performance in real time and generates harvesting maps with variability data.

- **AGDP:** a system that records and geolocates the production weight, optimizing traceability during harvesting.

- **Scale connectivity:** integration with SAP that synchronizes truck weight data with stock in real time.

- **Silo bag sensor lances:** sensors that measure moisture and temperature in the stored grain, preventing losses and ensuring quality.

Climate management: data for decision making

The weather stations installed in the fields collect key information such as temperature, humidity and wind speed, which are essential for adjusting the farming strategies.

"The incorporation of technology in agriculture transforms production processes, and also allows for an in-depth analysis of the data generated. Such digitization is key to optimize resources, increase efficiency and improve sustainability in the sector. By leveraging digital tools, we can make informed decisions that promote a more responsible production, adapted to future needs," said Ramiro Aznar, Agriculture Manager.

Data integration in the field

A distinguishing aspect of Grupo Lucci's technological model is the ability to centralize and cross-reference data from various tools. For example, the information generated by Weed-It can be linked to JD Link's harvesting maps, providing a comprehensive perspective for decision making.

Maximiliano Van Messem, IT Manager, highlights the role of Agrobit, a SAP-approved software that connects field operations with administrative systems in real time. *"This integration optimizes resource management and enables precise control of every task performed, from sowing to commercialization,"* he said.

Future projections: artificial intelligence and global connectivity

Agroganadera del NOA's commitment to innovation does not stop. The incorporation of artificial intelligence, advanced sensors and global connectivity through systems such as Starlink will continue transforming agriculture into a more efficient and sustainable model.

New future challenges

- Expanding the use of artificial intelligence to forecast climate scenarios and optimize farming planning.

- Implementing emerging technologies such as drones for advanced monitoring and automated applications.

- Strengthening human resources training to ensure a smooth transition to the full use of digital technologies.

Maximiliano Van Messem
IT Manager

Ramiro Aznar
Agriculture Manager