



**Hektaş explained the smart agriculture to the farmers, and farmers told Hektaş about the problems in agriculture**

## **Smart Agriculture Truck of Hektaş reached out to 10 thousand farmers**

**Setting off to explain smart agriculture practices to the farmers, Hektaş Smart Agriculture Truck visited 30 districts in 19 cities in its first year and reached out to approximately 10 thousand farmers. Technological agriculture techniques have been shared with the farmers within the scope of the project, while agricultural problems and demands of the farmers have been listened. This information has been collected in a special AI supported system, and an important step has been taken to create the agricultural problems map of Turkey.**

Hektaş, a company of the OYAK Group, has launched the project “Smart Agriculture on the Roads with Hektaş” aiming to prepare the farmers to the future, strengthening the national agriculture and increasing the global competitiveness. The special truck prepared within the scope of the project set off from Istanbul on July 15, and travelled all 7 regions of Turkey and met with farmers at 30 districts of 19 cities. Explaining the smart agriculture practices to the farmers, the truck traveled total 5 thousand 200 kilometers and reached out to approximately 10 thousand farmers.

At every city and district visited, the farmers have also shared their problems and demands. This information has been collected in an algorithmic system supported by AI, and has been converted into significant data. Preparing to create the agricultural problems map of Turkey, Hektaş will aim reaching out to 3 million farms in Turkey with similar projects.

**“We are explaining them the smart agriculture, and they tell us about their troubles, problems”**

Speaking about the project which the first phase is completed this year, **Hektaş General Manager Levent Ortakçier** stated that they are working on improving agriculture in Turkey and developing technical solutions to reduce dependence on foreign sources for 62 years. Ortakçier continued: “There are approximately 3 million farmers in Turkey. We have to explain the current agricultural technologies to them, to prepare them for the future. Someone had to take up this issue. As a company with 62 years of experience, we thought this should be us, so we started. We are explaining them the smart agriculture, and they tell us about their troubles, problems. We note down everything each of our farmers say, and we convert these notes into significant data in an algorithmic system supported by AI. We have reached out to





approximately 10 thousand farmers directly and 100 thousand farmers indirectly just during the first year, and we have taken an important step to create the agricultural problems map of Turkey. We will add new data to the system as the project continues during the upcoming years. The data we obtain will be the compass for our business and the sector.”

### “Now it is time for Agriculture 4.0”

Emphasizing the national agriculture target, **Ortakçier** said, “As a OYAK Group company, innovativeness is one of the most important properties of us. We are fulfilling our responsibility in agriculture in line with the strategies of our Group that pursues the innovations. In order to achieve the national agriculture target, it is required to provide the agricultural technologies to the farmers, to use technology for consistent production, and to implement sustainable agricultural practices. We have to use current technologies for an agricultural system where both the farmers and the country’s economy win. Now it is time for Agriculture 4.0.”

#### Note to the editor:

- Total 5 thousand 200 kilometers have been traveled by visiting 30 districts in 19 cities with the truck, which displays the smart agricultural practices and the future agricultural technologies.
- The cities visited within the scope of the project are: Sakarya, Bursa, Çanakkale, İzmir, Manisa, Aydın, Denizli, Antalya, Isparta, Konya, Adana, Hatay, Gaziantep, Şanlıurfa, Mardin, Diyarbakır, Malatya, Eskişehir and Ankara.
- Approximately 10 thousand farmers have been reached out through the project.
- Contents such as farm simulation, drone use, remotely controlled agricultural machines, best agricultural practices etc. took place at the event.
- Workshops have also been organized for the children.

#### About Hektas:

HEKTAŞ, a company of OYAK Group, is one of the leader brands in the Turkish crop protection sector, and sells and markets more than 250 crop protection and plant nutrition products and approximately 30 animal health drugs and feed additives complying with the ecological structure and product diversity of Turkey. With a history of 62 years, HEKTAŞ improves its existing product range, and offers products respecting the human, environment and nature and suitable to sustainable agricultural applications in line with the needs and expectations of the producers. HEKTAŞ continues with its operations at the high capacity modern facility located at Gebze Organized Industrial Zone, and carries out R&D activities for adding innovative drugs to the product portfolio. With its motto "Pioneer of Smart Agriculture, HEKTAŞ is a solution partner of the Turkish agriculture sector, and increasingly continues with its support to the Turkish agriculture through international certificates and standards, modern production facilities, production capacity and capabilities, strong infrastructure, logistics and technical service. For more information: [www.hektas.com.tr](http://www.hektas.com.tr)

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