



Hektaş sets off for explaining the future agricultural technologies

Smart Agriculture Movement by Hektaş

Hektaş, a company of the OYAK Group, launches a smart agriculture movement aiming to prepare the farmers to the future, strengthening the national agriculture and increasing the global competitiveness. Setting off from Istanbul on July 15 to explain smart agricultural practices to more than 10 thousand farmers at 7 regions of Turkey, Hektaş truck will travel 5.200 kilometers to visit 30 districts at 19 cities. The first stop of the truck, which will show the smart agricultural practices and agricultural technologies, will be Geyve district of Sakarya on July 16.

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 truck specially prepared for the project will visit 30 districts at 19 cities and the smart agriculture specialists will meet with farmers. In the project where the truck, which will show the smart agricultural practices and future agricultural technologies, will travel 5.200 kilometers and reach out to more than 10 thousand farmers, the children will also be involved to the project and it will be ensured that the children familiarize with agriculture by organizing various workshops.

The smart agriculture truck will meet with the farmers at Geyve district of Sakarya on July 16 Sunday, and then will travel to Bursa on July 17-18-19, and then proceed to the Aegean Region. In addition to the contents such as farm simulation, drone usage, remotely controlled agricultural machinery, best agricultural practices training etc., there will be workshops for children and Akıllı Çocuk magazine and various gifts will be given after the organization.

"Time for Agriculture 4.0"

Hektaş General Manager Levent Ortakçier said, "We are focusing on cooperation with universities within the scope of our R&D investments. We cooperated with the Gebze Technical University after the Ankara University. We focused on fulfilling our responsibility in every aspect of agricultural input with the R&D strategies and incentives of OYAK. In this context, we are dreaming of a country where the foreign dependency has reduced, where we meet the domestic demand ourselves, and where our farmers have grown stronger. We





believe in the fertile soils of our country and the farmers who plow these soils, and we know that the dreams may only come true if you work on them.” Stating that the engineers at the R&D center are working on developing new products and that the field team strives for the growers to get more familiarized with the current agricultural practices, Ortakçier continued: “We, as Hektaş, the domestic leader of the sector with its efforts continuing for 62 years, are proud to launch this project which we are working on for a long time, and we are setting off for familiarizing our farmers with the agricultural technologies and equipping them.”

Ortakçier stated that it is required to provide the agricultural technologies to the farmers in order to achieve the national agriculture target and 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. It is required to use the technology and launch sustainable agricultural practices in order to have a stable production. We have to use current technologies for an agricultural system where both the farmers and the country’s economy win. It is now the time for Agriculture 4.0.”

About Hektaş:

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

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