



Brasmax holds the first edition of the “Tour dos Máximos Rendimentos” in Bahia

Located in the Western region of Bahia, the county of São Desidério stands out for its agricultural production. In 2018 alone, the region produced around 1.6 million tons of soybean and is considered one of the largest grain producers in the country. Brasmax decision to hold the Tour dos Máximos Rendimentos (Maximum Yield Tour) in a location in constant development is based on the belief that the brand has much to add to the state of Bahia productivity.

On March 11, the Brasmax team was in São Desidério for the first brand event in the state. “The Tour dos Máximos Rendimentos in Western Bahia consolidates the arrival of Brasmax in an area in full expansion. The presence of our multipliers in the event confirms the trust they have in our portfolio and shows how much they are willing to bet on the launches developed by the brand”, says Kleber Santos, Brasmax brand manager.

During the Tour, participants evaluated the Brasmax Extrema IPRO and Brasmax Domínio IPRO varieties, launched during the 2019/2020 crops and developed for the MAPITOBAPA, plus the lines with excellent yield potential. According to Kleber Santos, participants were satisfied with the commercial cultivars, and hope the lines become commercial products in the upcoming year. “In addition to the cultivars we developed for Western Bahia, we introduced some promising lines with Intacta technology as well as with new biotechnologies such as Enlist, Conkesta and Intacta 2 Xtend. We showed multipliers the future of the brand and they are optimistic in regards to the materials that Brasmax is evaluating”.

The Brasmax Extrema IPRO and Brasmax Domínio IPRO commercial cultivars came to meet the needs of the main market in the region, which is the demand for materials of longer cycle. According to Kleber Santos, with these products, the brand has the chance to hold significant market share in the region and increase its productivity average. When compared to the key players, these varieties showed yield gain over 10%. “These products are establishing an extremely high production standard. In harvested areas, the average yield of both materials is over 80 bags/hectare. This is something highly significant for the region”, he comments.

Considering the positive results of the event, the Brasmax team will continue developing brand strategies for MAPITOBAPA. Plans include the development of productive cultivars to help growers extract maximum yield from their crops. “It’s time for Brasmax to consolidate its activities in the region and become a brand reference in soybean genetics in the MAPITOBAPA region”, concludes Kleber Santos.



Brasmax ended one more cycle of the Tour dos Máximos Rendimentos Events. This year alone, the brand held 16 meetings in the main soybean producing cities around Brazil and more than 1000 people among growers, dealerships and multiplicators participated in the Tours. The public followed the performance of the materials and promising lines in different plots.