



The GDM team organized the first Wheat Field Day in South Africa

To arouse the interest of producers in the wheat varieties of the DONMARIO brand and capture market information, the GDM team in South Africa promoted four field days in two different regions, three of which in Dryland (the dry area covering the cities of Piketberg, Riversonderend, and Heidelberg) and one in Irrigation (in Thabazimbi) in South Africa. It was the country's first GDM held field days for wheat cultivation.

As in other countries, the objective is to be present in the main agricultural areas throughout the year, comments João Paulo Schechtel, Product Placement Supervisor. "Sudáfrica is divided in two ways, the northern part, which rains in summer, and summer crops such as soy, maize, and sunflower is planted, and the south, which rains in winter and this is where most of the humidity accumulates. country. The wheat sowing area is dry. However, for wheat, there are also pivotal areas distributed between the center-west and the center-north of Africa. The scenario of the dry zone in the south is quite different from that of the irrigated zone, with an average productivity of 3 to 4 tons per hectare, whereas the irrigated zone is 8 to 10 tons per hectare. He highlights that to be closer to the producer and understand his needs, in addition to studying how to direct our activities and advances, we carry out field trips in these strategic regions".

According to Schechtel, these initiatives, in addition to making the DONMARIO brand better known among farmers, help the team understand more of the sector's needs. "For us, these events served to capture market information, what the producer is looking for and how we should approach it so that when we hit the market, with the launch of materials in 2024, we are already ahead," he explains.

Currently, this team is working with crop varieties for the third year and has planned a pre-release for 2023. The portfolio comprises materials from Argentina, including one for irrigation zones (DM 1817T) and the IS Tordo, which presents an excellent adaptation for dry and irrigated land. "80% of the wheat area is in the south of South Africa, but for us, it is important to be in different markets with highly competitive products and to have the commercial presence of our strategic partner to achieve our objective", describes Schechtel.

In terms of yield, IS Tordo is the best-performing product of the portfolio, focusing on dry and irrigated areas, which already shows good productivity results; it is the material that exceeds all expectations of the farmer and the team. In terms of quality, the rates are satisfactory. In addition to agronomic and productivity considerations in South Africa, there are grain quality criteria (protein, HLM, TKM, fall number...) for commercialization in the country. "We took a few years working on the wheat project because there is an internal protocol that, in addition to registering the materials that yield well, is the subject of the qualification of the grain, and it is to say, our germplasm goes through a process of quality validation to be used for human consumption, in baking, for example. It is a very strict regulatory stage in South Africa", emphasizes Thiago Schwonka, Business Leader for Europe, Africa, and Asia.

Upon commercial entry of the materials in 2024, they anticipate that field days and brand recognition will increase. They expect the materials will represent 4-5% of the wheat market in South Africa in the first year. "We are going to compete with companies that already have a sector in the country. The material (IS Tordo) corresponded very well, and we did our work in these three last years, even with limitations. All this represents a big profit for GDM", concludes Schwonka.