



brazil

Adilmar Sartori
Primavera do Leste
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The call of the land

At the age of 40, Adilmar Sartori decided to leave his career in business and his home in the city to become a full-time farmer. This turnabout in careers was not completely uncharted territory since Sartori had spent his early years working with his father and brothers on their family farm.

“Yields were small, plots were small and everything was done by hand,” remembers Sartori. Eventually, the family moved to the city where Sartori and his brothers received a good education but Sartori always maintained his interest in farming, including working on a farm in Paraguay during summer vacations.

Four years ago, Sartori came to Primavera do Leste, Mato Grosso, Brazil to become a full-time farmer and he hasn't looked back. He has invested in two additional

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farms since then, which cumulatively provide 8,500 hectares of crop land. And, Sartori plans to expand even further next year. Today he is generating good profits from his farm, which have improved the standard of living for his family and his Mato Grosso community.

At the outset of his new farming venture, Sartori realised that technology would play an important role in the



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evolve

success of his farm. “Right away we saw the difference and since then we’ve been testing, analysing and evaluating the results of successive crops,” says Sartori, in reference to improved plant genetics. He plants every acre of his farm with seed varieties created through biotechnology. “We need these improved genetics to protect the crop through to harvest,” he says. “Without them we would not have any success.”

Advanced seed genetics and crop protection products give Sartori confidence that his crop will achieve good yields year after year. Together they provide protection for the seed and the plant from a “host of insect pests and weed pressures”. “Without [these products] yield per crop would be about one-third of what it is now. There would be no economic advantage of producing without these technologies,” he concludes.

Sartori’s crops benefit from protection provided by a number of crop protection products. He uses seed treatments to keep his seed and early seedlings free from disease and insect damage. If needed, he also applies fungicides to protect the crop from diseases like Asian rust or insecticides to combat insect infestations. In addition, herbicides are used to control weeds in an effective manner.

Sartori’s efforts to bring new technologies to his farm have paid off. “A few years back you could expect 40 bags of soybeans per hectare but today we are looking at

60 bags per hectare,” he says. “It’s about the same for corn and, in cotton, we are looking at considerably more.”

While new technologies provided by the plant science industry have helped Sartori to expand his farming operation, he wants the industry to do more for his farm. “The world around us is evolving and we need to evolve with it – that includes agriculture,” says Sartori. “In this area of Mato Grosso there is a very short rainy season. It would be beneficial for us to be able to plant two or three crops in one year and drought resistant varieties would be excellent.” He sees new technologies as a way to stop hunger. “Nowadays, with the potential for increased yields on the same amount of arable land, the importance of developing new technologies is significant,” he concludes.

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For Sartori, the call of the land was strong. “It’s in the blood,” says Sartori. “I think my love of farming came from my parents and grandparents.” He looks forward to future innovations that will help him to grow more food for a growing population. As he looks down the road, he wonders if his own children will carry on the family farming legacy. Only time will tell.