



# make it grow

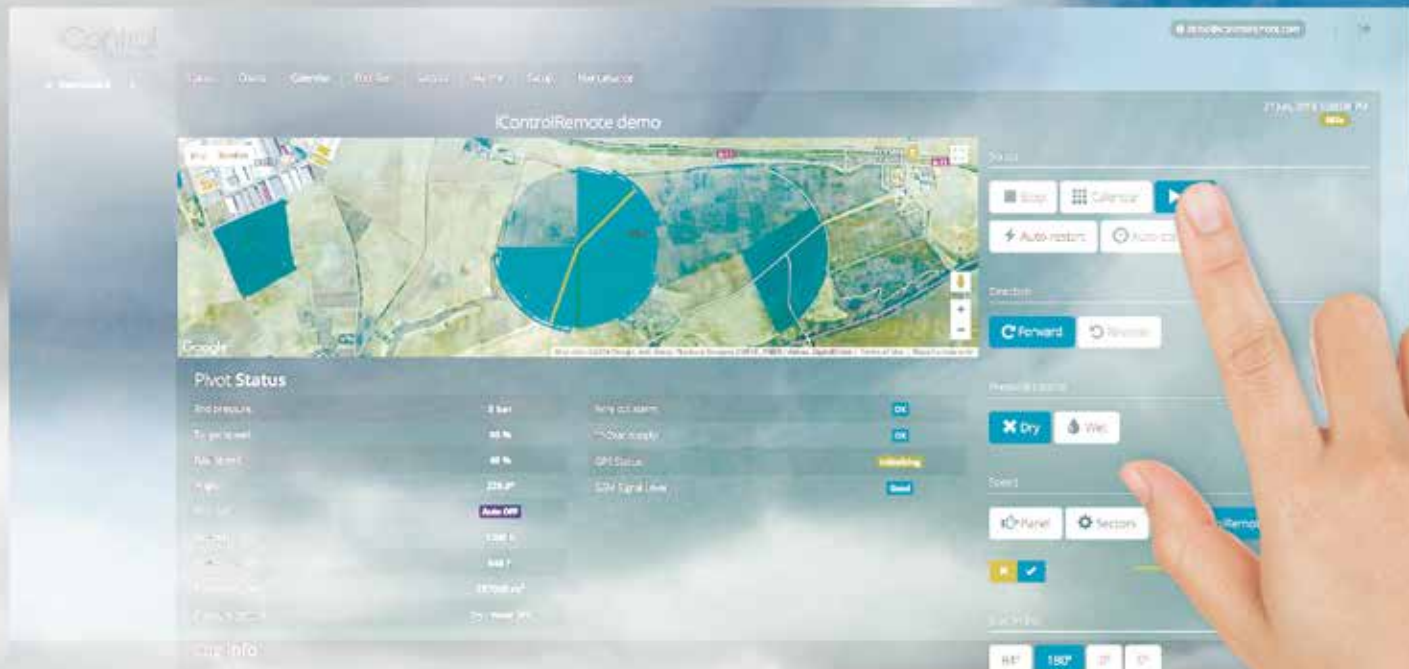
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RECYCLED WATERS  
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# make it grow

July 2018  
No. 5

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Alkhorayef  
Irrigation Solutions



# MESSAGE FROM THE CEO



JOSÉ FERNANDO TOMÁS



It is my pleasure to present this new issue of our magazine MAKE IT GROW. This time, we are dedicating it to AISCO Europe... a company founded in 2005 by Alkhorayef Group to develop the international irrigation market. That was more than 13 years ago, and I had the privilege of forming this company with the best team that you can find today in this industry... and supported by an excellent management team headed by Sheikh Abdulrahman Alkhorayef, Sheikh Mohammed Alkhorayef and of course, my friend Ferid Lini. We all believed in the future of AISCO Europe, and in the future of irrigation. It was hard to succeed in one of the most competitive irrigation markets in the world. Our products were perfectly adapted to the toughest working conditions we face at the Middle East, extremely high temperatures and poor quality water. We found the needs of our European customers were totally different: smaller parcels, better remote control and irrigation monitoring over the internet were some of the new requirements we developed for this demanding market. AISCO Europe has developed markets in South and Central America. To do this, we have appointed some of the best dealers, and have been awarded important contracts with major governments, either directly or in cooperation with prestigious engineering companies. To achieve these goals, Alkhorayef

Group, like other Saudi companies, has always had the support of the Saudi Export Program (SEP) led by Mr. Ahmed Al Ghannam. He has always understood the importance of supporting Saudi companies in their globalization, diversifying their activity and reducing the weight of oil in the Saudi economy. Thus, the SEP was ahead of the game with goals that a few years later would be promoted under the recently launched program "Vision 2030". I hope you enjoy the articles in this magazine, where you will discover some of the achievements of AISCO Europe in recent years. You may be confident that our main target will always be supporting our farmers, providing our best advice through our Project Engineering department, supporting implementation with our Project Managers, supplying the best farm and irrigation equipment, guaranteeing the best installation and maintenance of their machinery, directly or through our Dealers, Companies and Partners. And always in keeping with our AISCO vision: offering our farmers **solutions for life.**



*Together,  
LET'S MAKE IT... REAL!  
MAKE IT GROW!*



# REUSE OF RECYCLED WATERS FOR IRRIGATION

## IRRIGATION AND CHALLENGES OF THE TWENTIETH CENTURY

Last May, the European Commission presented a draft new regulation to facilitate the reuse of waste water for irrigation. According to the Commission, the new rules will help farmers to make better use of waste water while also alleviating the shortage of water, protecting both the environment and consumers at the same time.



This is something that Emiliano knows well, as in the year 2003 he already saw the possibility of using the 1,100,000 m<sup>3</sup> of waste water produced by the sewage plant at La Roda (Albacete, Spain), to irrigate the 148 ha of their family estate “La Cañada de San Miguel”.

### *Emiliano, how did the project to change from dry farming to irrigating with reused water come about?*

By chance, a report came into my hands which made clear that the water from the La Roda sewage plant accumulated in a basin with only two ways out, by evaporation and by filtration into groundwater. This groundwater could reach the well supplying La Roda, which implied a great risk. Different official bodies recommended managing and releasing this impounded water by creating a green filter, which could have been a garden or agricultural land. That's when a light came on for me, as our holding is close to this point.

*"As of 3 years ago, our analyses comply with the regulations for this use, although for reasons of prudence and safety, we preferred to consolidate the results for a few years"*

### *How did the project develop and evolve?*

The project was presented to the Júcar Basin Authority in 2003. That was when a period of Project Competition started. During this phase, no alternative project was presented, so that the concession should have been processed directly. Instead of that, it spent 5 years in the Concessions Department, as it was considered that there was no water available for award. From our point of view, the water of the concession didn't belong to any aquifer, as its origin, being water already used, was very different. I must point out that the Regional Government, the Municipality and other official bodies and authorities supported the work on and development of this project because of the numerous benefits it would bring if it came to fruition.

### *So...*

In 2008, seeing that the concession continued to be paralysed, we decided to file suit and trust that the courts would find in our favour. We won our case at the lowest level, and although the Basin Authority appealed, we won again at the Supreme Court of the Valencia Autonomous Region. That was the moment when the Basin Authority ought to have granted us the concession as applied for initially. The Basin Authority wanted the procedure to be started from scratch, something that we rejected as it had been processed correctly in 2003. So, we went back to court, where our position was upheld again, and the Authority was

requested to grant the concession immediately, pursuant to the earlier action. This took place in the year 2014, 11 years later.

*"Official bodies and authorities supported the development because of the numerous benefits it would bring if it came to fruition."*

But things didn't finish there: the period assigned for the execution of the work was 6 months. To actually do this, it was necessary to obtain the construction permit with its corresponding Environmental Impact Assessment (EIA), a procedure which in itself requires a period of more than the 6 months granted. Here, the next problem started.

### *What happened at that moment?*

After 11 years, we were willing to abandon the project. What was demanded of us was administratively tedious and difficult to solve, although when we analysed the case meticulously with our advisers and the authorities themselves, we became aware of a formal mistake by the Basin Authority, which allowed us to use an EIA previously prepared for the same zone, but for a different, although more restrictive, use (housing and a golf course). Thus, we were able to continue with the project.



*Emiliano, originator of this ambitious project*



*Finally, the project was developed and you managed to employ the used water for irrigation. How is this water handled until it reaches the plant?*

The water is collected at the sewage plant pond, it is purified and carried to the irrigation pond, where it is purified again. The Municipality purifies it twice, and we do this the third time, in addition to chlorinating it. It is analysed once a week to make sure it meets the regulatory requirements. Depending on the parameters obtained, the water may be given different uses. The objective is to irrigate crops for direct human consumption. As of 3 years ago, our analyses comply with the regulations for this use, although for reasons of prudence and safety, we preferred to consolidate the results for a few years more. It is important to say that the analysis is performed by an external company and is presented to the public health authorities and the Basin Authority. The controls are very exhaustive. If all the criteria are met for two years, the authorities relax the requirement to fortnightly analyses, although we continue doing them each week for safety reasons, in spite of the cost this entails.

*For handling and agronomic purposes, how do you manage the irrigation?*

The reused waters have a high content in salts, which could give rise to a problem by making the ground saltier. To avoid this, we incorporate a percentage of additional water for leaching, and we also add organic matter as a neutraliser. Right now, we have cereals, sunflowers for propagation, alfalfa, poppies, vines, almonds and corn sown, and we've also had garlic and onions.

**Analyses, administrative controls... I see that you've taken on a lot of risk.**

My brother and I took on this challenge with a great sense of responsibility and optimism, knowing what we were up against. We're not short of work or projects, rather we've had other motivations.

*What have these motivations been then, during more than 11 years?*

There've been a variety of motives. Environmental ones, to solve the possible problem of filtration, creating jobs: specifically, 3 have been created as a consequence of passing from dry to irrigated farming. Naturally, a business motive, given that this transformation represented an improvement in the production and yield of the crops. Personal reasons too: my grandfather arrived at this estate as a tenant when my father was one, and brought up his five children by working hard. Now, I feel great pride in seeing what we've converted this holding into.

**"My grandfather arrived at this estate as a tenant when my father was one, and brought up his five children by working hard, and now I feel great pride in seeing what we've converted this holding into."**

*With regard to Western pivots, how did you reach the conclusion that you needed a Permapipe pivot? What have been the results so far?*

We analysed the waters from the sewage plant for more than a year. It was water with high percentages of dissolved electrolytes, and very hard. In view of this, we decided to use Permapipe pivots which guarantee a useful life 3 times longer than galvanized protection. Today, we have 6 pivots: 5 are WESTERN Permapipe and the sixth has galvanized piping. In a few years, we'll be able to assess the difference between the two protections.

**What was the role of TECNOSOL throughout this project?**

We have been working with Tecnosol for over 18 years. When this project came up, we entrusted them with advising us and executing it. Not only have they been providers and installers, but they have also

undertaken work of support at all levels during all the phases of the project.

**"Not only have they been providers and installers, but they have also undertaken work of support at all levels during all the phases of the project."**

*Now that the project has been in operation for almost 4 years, what are the future prospects? An extension, perhaps?*

The La Roda sewage plant produces 1,100,000 m<sup>3</sup>. We have a concession for 750,000 m<sup>3</sup> and the other 250,000 m<sup>3</sup> are reserved for the Municipality. It is possible to request this reserve in the event the Municipality doesn't wish to use it. Starting another procedure is something I'm going to leave to later generations (laughs). If the authorities don't simplify the procedures, it will remain very complicated to take on this kind of project. Hopefully, it will be possible to make use of all the water produced in sewage plants.

**"My brother and I took on this challenge with a great sense of responsibility and optimism, knowing what we were up against."**



**"If the authorities don't simplify the procedures, it will remain very complicated to take on this kind of project."**



TECNOSOL SCL, a company with broad experience in the design and implantation of irrigation and renewable energies installations. The company has a strong entrepreneurial and innovative spirit which, supported by its technical knowledge in the fields of agronomic and industrial engineering, enables it to apply the latest trends to giving service to its clients. [www.tecnosolab.com](http://www.tecnosolab.com)



# QUINOA,

The Andean crop in demand as a superfood



## HOW MUCH DO WE KNOW ABOUT QUINOA?

Quinoa is a pseudocereal belonging to the family Amaranthaceae whose scientific name is *Chenopodium quinoa*, although in ancient times it was known as 'kinuwa' by the Quechuas and 'jupha' by the Aymaras. It originally comes from the area round Lake Titicaca, between Peru and Bolivia. Cultivated by Pre-Hispanic civilizations, it was the basic foodstuff of the population, although it was later replaced by cereals after the arrival of the Spanish in the Andes area. Peru, Bolivia, where quinoa has been protected by a designation of origin since 2014, and Chile are the main producers of this crop in South America and its consumption has become of vital importance again in its original countries.



*"It doesn't contain gluten, so that it has become a superfood widely used by athletes and people with high nutritional demands."*



## WHAT MAKES QUINOA SPECIAL?

It is not by chance that it was declared 'Crop of the Year' by the FAO in 2013 and that NASA chose it as a recommended food for astronauts on interplanetary voyages.

The principal factor making this plant so special is that it has a very complete composition,

- High level of proteins, which can reach up to 23% of the total.
- Made up of minerals (calcium, iron, magnesium), vitamins (C, E, B1, B2 and niacin) and phosphorus.
- Rich in essential aminoacids which influence cerebral development.
- Its fat content is high in Omega 6 and Omega 3.
- It doesn't contain gluten, so that it has become a superfood widely used by athletes and people with high nutritional demands, and, naturally, for people with celiac disease.



## DEVELOPMENT OF THE CROP IN SPAIN

Despite these advantages, it was not until the 1980s that the first trials with this pseudocereal began in Europe, in fact in Britain. In the 1990s, the Agronomic Engineering School in Madrid launched the first studies of the adaptation of the crop to the latitudes of southern Europe. This initiative was backed gradually by various experimental centers belonging to the Scientific Research Council ("CISC"), in which trials were carried out on the behaviour of different varieties, their sowing seasons, the needs for irrigation, pest and disease control, etc. Despite these efforts, the results were not sufficiently successful for farmers to risk integrating it into their crop rotations.

It was the research and development team of the agroindustrial company Algodonera del Sur (Algosur, [www.algosur.es](http://www.algosur.es)), through its subsidiary Semillas Sostenibles Ibérica, who were the first to introduce quinoa into Andalusia.

In plots planted in Lebrija, varieties of short, medium and long cycles were used initially, whose excellent results have now been corroborated over more than 5 years of trials. The result was that new varieties from plant improvements accomplished by Semillas Sostenibles Ibérica were obtained.

The magnificent yields obtained, together with the price set by contract by Algodonera del Sur, aroused interest among growers of the zone, who demanded this crop which is completely new to Spain and now covers 1400 ha: at this time Spain is the leading quinoa producing country in Europe.



## AND WHAT IS HAPPENING IN THE REST OF EUROPE?

In 2007, quinoa growing was extended in scale thanks to collaborations between Holland and France (Abbotagra). During 2014, 1200 ha were grown in France, and around 200 ha in countries such as Holland, Germany, Belgium and Britain.

In Britain, the first commercial crop, developed by The British Quinoa Company ([www.britishquinoa.co.uk](http://www.britishquinoa.co.uk)) was grown in 2013, with total production of 20 metric tons (t). During 2015, this group harvested around 700 t, which was sold entirely in the domestic market.

Also since 2015, in Italy, companies such as BELFIORE BIO and Quinoa Italia have started production at an industrial level. It is estimated that a total of 400 ha was sown in 2017, of which about 100 ha was produced organically.

***"At this time Spain is the leading quinoa producing country in Europe."***



## GROWING QUINOA

In Andalusia, the crop is grown on irrigated land, its demand for water being lower than that of its competitor crops. Pressurized drip and pivot irrigation systems improve the yield noticeably compared with furrow irrigation.

With regard to the sowing period, it should be said that although this is very wide, we never want the flowering to coincide with periods of high temperatures. The sowing density need not exceed 2 kg of seeds per hectare, and a high-precision seeder is needed.

With respect to pests and diseases, quinoa is a crop with very few problems.

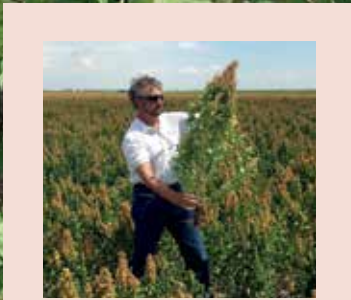
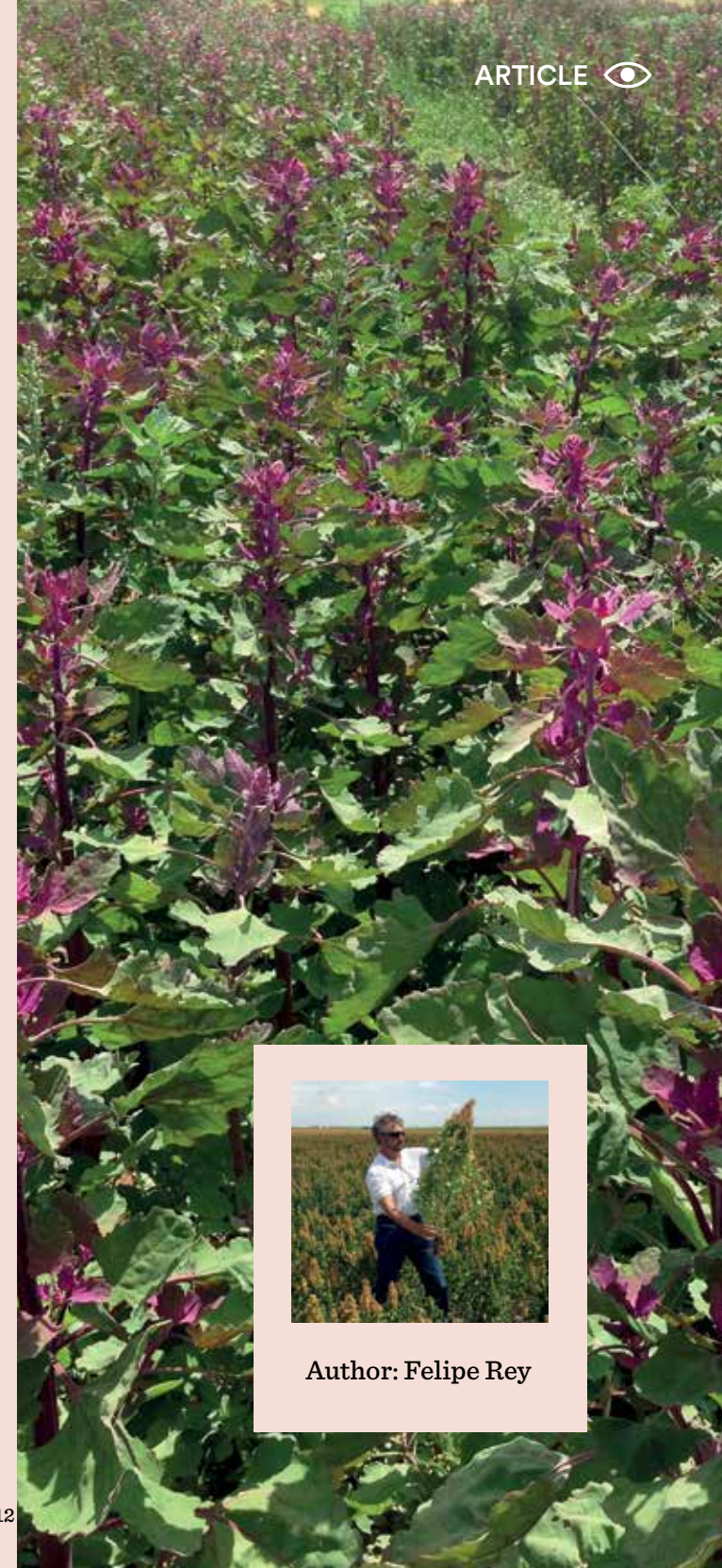
The principal difficulty is in controlling weeds, as there are few selective herbicides specific to quinoa, and work still remains to be done on this line with respect to phenological doses and moments.

## FUTURE PROSPECTS FOR THE CROP

The demand for quinoa in Europe is greater than current production, so that it seems evident that the crop is expected to increase, reinforced also by the introduction of new varieties with larger grains, the demand and price for which are higher.

Algodonera del Sur has become the European standard-bearer in its commercialization, with over 5000 t produced, and exports to more than 12 countries.

In view of all this, the future trend will be to find this superfood in markets, local shops, department stores and restaurants, with its consumption in our diets becoming habitual.



Author: Felipe Rey



# LINEAR SYSTEM

## SQUARING THE CIRCLE



Every square meter of land sown, every drop of water, every kW consumed and every euro invested are of great value: this needs to be optimized by raising the yield of the crop and the return on investment. Linear irrigation systems can water combinations of complicated shape and size. It has been shown that they irrigate more than 90% of rectangular areas using 60% less water and reducing labour costs by up to 50% (compared to flood irrigation), thanks to the optimal use of water and the high uniformity of distribution.

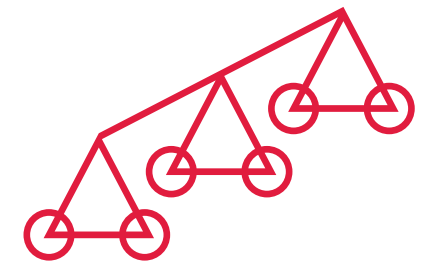
**IT HAS BEEN SHOWN THAT THEY IRRIGATE MORE THAN 90% OF RECTANGULAR AREAS USING 60% LESS WATER AND REDUCING LABOUR COSTS BY UP TO 50% (COMPARED TO FLOOD IRRIGATION), THANKS TO THE OPTIMAL USE OF WATER AND THE HIGH UNIFORMITY OF DISTRIBUTION.**

### PIVOT OR LINEAR SYSTEM?

When choosing the best irrigation system, we need to assess the needs and limitations of the crop and of the land, which are principally the shape of the surface and the source of the water supply.

While the pivot is anchored to the ground and turns, the linear system moves laterally, requiring a water (channel/hose) and electricity (cable/generator) supply, which accompany it throughout its run. The uniform speed of advance at all the water nozzles means that the flow remains constant along the whole system. In terms of uniformity, linear installations can achieve up to 98%.

The critical points of this system are the investment and initial handling. It is absolutely true that the investment is greater when we compare it to a pivot, although it must be borne in mind that production will also be greater as the cultivated area will be better used and uniformity improved. With respect to the handling, we need to be aware of the complexity of using a supply hose or a trolley with suction pump. This is why it is important to be able to count on a good after-sales service team who guarantee the perfect tuning of the system, as well as offering the farmer the training and support necessary for them to make optimal use of their linear system on their own.



**THE LINEAR SYSTEM MOVES Laterally, REQUIRING A WATER AND ELECTRICITY SUPPLY, WHICH ACCOMPANY IT THROUGHOUT ITS RUN.**



## BESPOKE DESIGN

When designing a linear system, there is great flexibility. We can choose the type of trolley, the piping or the alignment. **The trolley** can be of standard or high profile, depending on the height of the crop. There also exists the possibility of choosing trolleys of two or four wheels, depending on the traction needed for towing the supply hose or the need to carry a generator on-board. With regard to the **piping**, just as for the pivots, the diameters available (5", 6 5/8", 8 5/8") are determined by the flow applied, with the option of Permapipe™ (6 5/8" and 8 5/8") for highly corrosive or waste waters, or for applying aggressive fertigation treatments.



There does not exist a universal linear design: rather it is necessary to carry out a study of the needs and limitations in each case. For instance, the two-wheel trolley is perfect for smaller fields, reducing the investment per hectare, while a four-wheel system built specially for traction and capable of bearing a hose of large diameter is more appropriate for a larger field with high flow needs.

As we have seen, irrigating rectangular fields with a linear system is the best alternative for maximizing the area irrigated, increasing profitability and reducing operational costs, while at the same time optimizing water resources.

**WATERING RECTANGULAR FIELDS WITH A LINEAR SYSTEM IS THE BEST ALTERNATIVE FOR MAXIMIZING THE AREA IRRIGATED.**



With regard to the options of **alignment**, they are highly capable: guided by furrow, underground cable or floating alignment. The option of **water supply**, by channel or hose, is defined by the source of water available (hydrant or channel).

**THERE DOES NOT EXIST A UNIVERSAL LINEAR DESIGN: RATHER IT IS NECESSARY TO CARRY OUT A STUDY OF THE NEEDS AND LIMITATIONS IN EACH CASE.**

|                         |                               |                               |
|-------------------------|-------------------------------|-------------------------------|
| <b>SYSTEM TYPE</b>      | Hose supply                   | Channel supply                |
| <b>SYSTEM LENGTH</b>    | Up to 1000 m                  | Up to 1000 m                  |
| <b>SPAN LENGTH</b>      | All those available           | All those available           |
| <b>PIPING TYPE</b>      | Galvanized and Permapipe      | Galvanized and Permapipe      |
| <b>SPAN DIAMETER</b>    | 5", 6-5/8", 8-5/8"            | 5", 6-5/8", 8-5/8"            |
| <b>SOURCE OF ENERGY</b> | Electrical cable or generator | Electrical cable or generator |
| <b>SLOPE PERMITTED</b>  | Up to 6%                      | Horizontal                    |

For further information, visit us at [www.western-irrigation.com](http://www.western-irrigation.com)

**Western**



# i-Wob2:

## THE MOST IMITATED SPRINKLER ON THE MARKET JUST GOT BETTER

Senninger has improved on the i-Wob UP3's design with the next generation i-Wob2. Featuring a protective shroud that doubles as a nozzle carrier, the new i-Wob2 is capable of better withstanding poor water quality and harsh operating conditions that can cause premature wear on components.



### Designed to last longer in the field

With the i-Wob2, growers will not need to invest in sprinkler package replacement so often. The i-Wob2 features a protective shroud that guards the sprinkler's wear surface against the splashing of adjacent sprinklers, grit, and the effects of direct UV. In addition, the wear surface itself has been improved to enhance the sprinkler's longevity. Senninger is so confident of the i-Wob2's durability, it is backed by an unprecedented 3-year warranty on materials, labour and performance.



### Integrated multi-nozzle carrier

The i-Wob2's shroud isn't just for protection. It also doubles as a nozzle carrier that holds two additional UP3 nozzles. Growers who experience frequent drops in well capacity, who need an extra nozzle to irrigate winter crops, or those who just prefer to tailor-manage their resources will now find it easier to change their flow as needed. Renozzling during the season is now a tool-free experience and does not require carrying parts into the field. Just pinch and pull to remove a nozzle from the carrier or the sprinkler, and switch it for another.

### 4 models. 4 different applications.

The i-Wob2 can be used in virtually any field or situation thanks to its four different deflectors, each of which produces a different droplet size and trajectory:

- **Black deflector** Ideal for most soil types and applications with its medium-sized droplets and standard angle trajectory.
- **Blue deflector:** Ideal for most soil types and crops but recommended for windy conditions thanks to its low angle trajectory.
- **Grey deflector:** Ideal for tighter soils, small-seeded crops and germination due to its smaller droplet size and standard angle trajectory.
- **White deflector:** Ideal for very windy conditions and harsher weather thanks to its larger droplet size and low angle trajectory.

irrigators a tremendous opportunity to lower total pumping costs.



### Celebrating 40 Years of Wobbler technology

The i-Wob2 is the newest member of the Wobbler sprinkler line, which Senninger introduced in 1978. Wobbler sprinklers utilize grooved deflectors to divide a flow into numerous streams of water. Their off-center rotary motion further divides each stream into consistently sized droplets. This consistent droplet size is what helps maintain the sprinklers' pattern integrity against wind-drift and evaporation.



### Water & energy efficiency

The i-Wob2 keeps the same core features that made the original i-Wob the most imitated pivot sprinkler on the market. Its consistently sized droplets maintain their integrity in windy conditions and minimize evaporation loss, while its low minimum operating pressure of just 10 psi (0.69 bar) offers

Senninger is a leading designer and manufacturer of quality irrigation solutions for agricultural, horticultural, and industrial applications. Their products are designed to use as little water and energy as possible, to help irrigators make the most of every drop. With over 50 years of experience in more than 50 countries worldwide, Senninger is one of the most trusted names in the irrigation industry.

[www.senninger.com](http://www.senninger.com)





## ON WHEELS AROUND THE WORLD

Our work, our personnel and our installations have allowed us to open ourselves up to new markets, exporting being one of the most ambitious objectives attained to date. The effort we put into attending trade fairs and exhibitions has allowed us to open up new frontiers, and this has led us to a considerable rise in our invoicing and production, allowing the wheels and hubs of TEJWHEELS to reach all those parts of the world where they are demanded by our clients. At the moment, we are exporting to numerous countries, such as Algeria, Morocco, Belgium, Brazil, Chile, Denmark, Italy, France, Britain, Holland, Portugal, Switzerland, Germany, Israel, South Africa, Colombia, Australia and Russia.

### PRODUCTION

TEJWHEELS possesses considerable experience in manufacturing agricultural wheels with over 150 sizes of hubs, over 500 different discs and almost 1000 different configurations as of today. Seven decades of specialization in the agricultural sector has allowed us to perfect the system of production of our professionals. It has let us manufacture products for the original makers of equipment, as well as products specific to the requirements of our clients.



TEJWHEELS S.L is a family business with a long history of over 70 years in manufacturing machinery and accessories for agriculture. From its foundation in 1937 by Eduardo Jiménez Álvarez, to the present day, under the direction of his son Eduardo Jiménez Romero, its principal objective has been the quality of its products and customer service, by adapting its installations and the training of its professionals to new technologies.

Currently, TEJWHEELS centers its activity on making hubs, discs and wheels for agricultural and industrial machinery, with a market covering the entire territory of Spain and Portugal, and with tremendous expectations for expansion given its current phase of growth. It has an average workforce of around 115 employees and a total of 17000 m2 of installations, comprising warehouse, production, painting and finishing, offices, laboratory and R+D department.



### RANGE OF PRODUCTS

Continuing with our strategy to eliminate the barriers which limit access to our products from other countries, by positioning our organization in the leading equipment and major importer market, at the moment, our company is engaged in an investment plan which will address the following points: new central offices, bringing warehouse bays into service, installation of cataphoresis, as well as the acquisition of machinery to extend the current product catalog, now consisting of:

- Hubs with variable flanges and discs
- Hubs reinforced with crowns and variable discs
- Wheels with welded fixed disc
- Hoop wheels with fixed disc, centred and paired
- Hubs in two halves
- Hoop hubs for industrial-earthmover tires and civil engineering
- Painted or galvanized pivot wheels
- Hubs for carriages and seeders
- Set of separators and pair mounters
- Wheels for trailers, agricultural machinery and mini-excavators
- Standard-size truck wheels



### QUALITY

Our principal objective is the satisfaction of our clients, so that ensuring quality during the production processes is fundamental to avoiding a defective final product. TEJWHEELS employs a quality management system throughout the production process for hubs and discs, which includes:

- Requirements analysis.
- Planning and development of the product requested.
- Examination of all the material received from our providers.
- Quality control and management throughout the manufacturing process.
- Final inspection of all products.
- Inspection of packaging.
- Supervision of goods shipment.
- After-sales service.

[www.tejwheels.com](http://www.tejwheels.com)



# Our dealer network.

## Electrobegón

Based in Argamasilla de Alba (Ciudad Real), Electrobegón was founded in 2004 in response to a growing demand for electrical installers in agriculture. After 14 years, the company has evolved to become a benchmark in the zone, encompassing the commercialization, installation and after-sales service for irrigation installations of all types,

Its beginnings were marked by becoming an official dealer for WESTERN pivots, responsible today for the maintenance

of hundreds of machines and other accessory irrigation installations, such as water pumping and supplies.

The fact that Electrobegón has developed in the Castilla-La Mancha region is no accident, given that the same possesses over half a million hectares dedicated to irrigated crops. This makes it the second autonomous region in Spain by irrigated area, surpassed only by Andalusia.

The agriculture of this zone has been modernized over recent decades, with a determined push towards irrigation. Localized irrigation (drip) for vineyards and automated irrigation (pivot) for extensive crops, are the irrigation systems most in demand from local farmers.



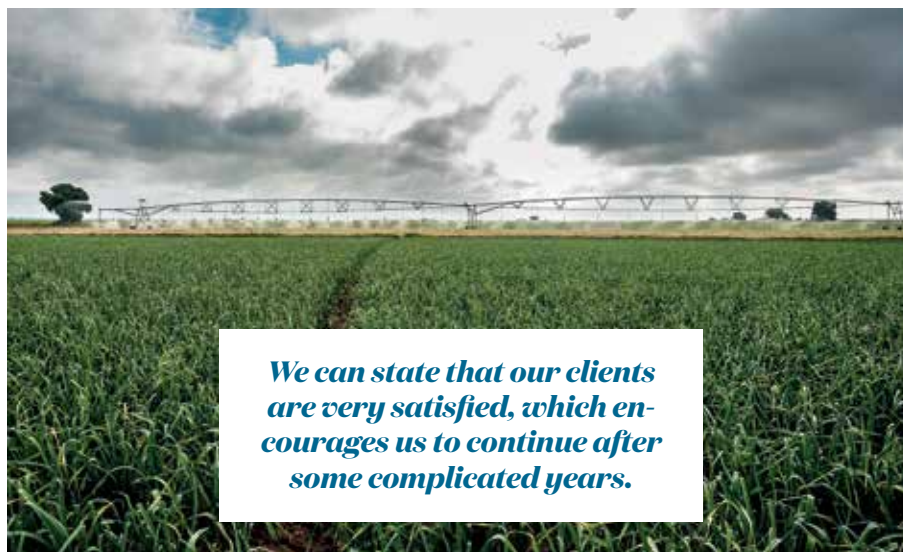


**Victor, how has the company evolved and developed over this time?**

Since the company was founded in 2004, its growth has been exponential. It was initially focused on electrical installations for agriculture. When we became dealers for Western pivots, we began to develop a deeper knowledge of these machines, by carrying out the maintenance on many of them. Little by little we started to commercialize them and to implement complete turnkey projects. Through these sales, we have increased our market share in other complementary services such as pumping, supply of spares, coverage or drip systems for the corners of the areas irrigated by pivots.

**Looking back, which were the most important challenges you've had to grapple with in this time?**

Initially, it was difficult to make irrigators aware of the advantages of pivot irrigation, because they were already accustomed to gravity systems. Once we got over that phase, the complexity came from the strong competition present in the zone: in a small area, there are numerous well-established irrigation companies. Despite these circumstances, we can state that our clients are very satisfied, which encourages us to continue after some complicated years.



*We can state that our clients are very satisfied, which encourages us to continue after some complicated years.*

**What added value does Electrobegón offer?**

We are an honest and transparent team. We encourage our clients to request other estimates and compare them. We empathize with the farmers, knowing how important it is to them to have assistance at weekends, holidays, or even at night during the irrigation season. We have attended emergencies at midnight so the farmer can water while electricity is cheaper. Finally, we offer a complete service for the installations and maintenance, looking after all the needs of the client. When a farmer makes an important investment, they don't want problems: we look after everything. They have the assurance of knowing we are doing the best for their interests.

**How do you see the agricultural sector, and specifically mechanized irrigation, at the moment? What do you think will be the trend over the next few years?**

The agricultural sector has been professionalized enormously. We can say that today, growers know the needs of their crops in detail, as well as the water and energy resources, and this is especially true for the younger ones who take an interest in knowing the how and why: they inform themselves thoroughly before acquiring irrigation equipment.

On the other hand, decades ago, work on the land was abandoned as it was considered precarious. The current trend is the opposite, in large part thanks to the aid offered by the authorities for new agricultural workers.

All this has led us to stop speaking of

agriculture, to talk of the land industry at an overall level.

**What do you think has been the most interesting advance in irrigation experienced by the sector in recent years?**

In general, irrigation has evolved towards greater efficacy and husbandry of resources. In the case of sprinklers, it has advanced to attain irrigation with very low pressures, so saving energy. Remote control technology has evolved from SMS alarms sent to cellphones to real-time monitoring and control of all irrigation variables from any internet-connected device. All these advances represent savings on costs and time for the user. It should be emphasized that it is the young farmers who demand these kinds of products. The manufacturers who develop them will always be one step ahead.

*We offer a complete service for the installations and maintenance, looking after all the needs of the client.*

**What is the farmer's perception of the Western product?**

The perception of the brand is good, it's a quality product and clients who try it come back for their later investments. Small details of the product make it superior to others on the market, for instance, the stainless steel control panel that makes it last longer, the metal tower boxes compared to plastic ones, top-name motors and gearboxes as against Chinese products used in other systems.

**When acquiring a pivot, what are the key issues in taking the decision?**

What the client seeks, fundamentally, is excellent technical service. Naturally, the quality of the pivot is a decisive factor in the choice finally made, as is recommendations from other users of the brand. The price is also decisive.

**What role does the spares market play within the volume of the company?**

In our zone, pivots have been used for more than 30 years, so that in addition to the normal maintenance, it is usually necessary to replace piping due to poor water quality, electrical components and sprinkler packages. This is why the spares business is an important part of the volume of the company. Our client is looking for leading brands, original spares, principally in the pivot rather than in other systems. The farmer knows what they want for their machines.

*In general, irrigation has evolved towards greater efficacy and husbandry of resources.*







# RODRIGO PIERA

## AISCO EUROPE SERVICE MANAGER

Having a quality technical service is fundamental in our sector, and even more so when we speak of decisive moments such as the installation and commissioning of an irrigation project. This issue may be key to its success or failure as it is of vital importance that the irrigation systems and all their auxiliary installations are working at their best during the irrigation season.

For this reason, our organization relies on the presence of professionals who are experts in the subject, who offer personalized treatment, always willing to resolve critical situations and propose improvements to the service provided, raising the productivity and effectiveness of the installed irrigation system.

This is the case of Rodrigo Piera, AISCO EUROPE Service Manager. Rodrigo is responsible for the execution and commissioning phase of the installation or assembly, coordinating and supervising the teams participating in the projects undertaken. It is important to underline his work of training, giving support to local teams and offering specialized courses to dealers all over the world.

*“I always try to get the most out of new experiences and put them into practice on the next trip.”*

**Let's start at the beginning: how many years have you been on the AISCO EUROPE team? Also, how many countries have you raised the WESTERN standard in?**

I have been working with Aisco for 6 years. I also have my own company of drainage and agricultural services, with which I work in parallel. With regard to the countries I've worked with Aisco in, it's hard to count, though it is true that I've been practically in the 5 continents. To give some examples, Panama, Chile, Angola, Iran, Russia... I also remember perfectly that my first trip was to Kazakhstan.

**In those international installations, which make up**

**90% of what you do, what are the greatest difficulties you come up against?**

At a professional level, it's difficult to get hold of basic materials that you would normally find in a hardware store. In certain cases, the industrial supplies are at hundreds of kilometers from where we are working. The infrastructure in Africa, for instance, makes the logistics of the projects very complicated. Specialist labour is hard to find in some parts of the world.

At a personal level, each country is a world in itself, and for me, the greatest difficulty is adapting to the special conditions of each one: hours, customs, personal nature of the people, food ....

You have to be ready to adapt to everything that can crop up, be flexible and adapt.

**During these installations, you spend a lot of time with local personnel. What does this experience bring you professionally and personally?**

You can encounter anything: I always try to get the most out of new experiences and put them into practice on the next trip. I think that not only do we train and contribute to the project, but we should also absorb and learn from the good things that every place has to offer us.

**You take advantage of key projects to give courses to the teams of local dealers. How do you rate this training as a tool for enhancing their professional skills?**

Sharing knowledge and doing training work is fundamental to the proper working of the installation, as it is the local personnel who will have to deal with the possible problems that might come up afterwards. You need solid learning to offer a quality service to the client.

**The quality of the service is fundamental for our clients who, on many occasions, are in remote parts of the planet. What distinguishes the service of WESTERN from that of other manufacturers of automated irrigation machinery?**

We give a highly personalized service focused on client satisfaction, supporting them and offering professional, quality solutions.

**You must have thousands of anecdotes about all the installations you've accomplished in the course of your journey with WESTERN...**

That is, good anecdotes and not-so-good ones too (laughs). An example: in 2013 we put in a highly complex installation in Kenya, the zone was very complicated as it was on the frontier with Somalia and at that time both countries were immersed in war. The conditions were precarious, it was an absolute challenge. When the work was finished, the local dealer, as a gesture of thanks and after all the hardships undergone, gave us a gift of a safari through the Maasai Mara, a dream come true.

In Ethiopia, in the area of Nekemte, we were working in villages where the children had never seen anyone with light skin, and it was dramatic to see how they looked at us and touched us. You don't forget these kinds of things and they help to give a more human dimension to the work you're there to do.



**What are the best and worst things about your job?**

The best is the satisfaction of the correct operation of the projects undertaken and the respect you get

as a result of the good work done.

The worst is to have to display my tougher and more rational part to guarantee the successful outcome of the projects. In Kenya, partly in jest and partly seriously, they nicknamed me "Rodrigo the Cruel".

**Your next adventure?**

My next adventure... I think Russia or Angola although this isn't confirmed yet. In any case, wherever we have to go, my team and I, we will leave the projects in operation. I love my job!





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