

A wooden spoon filled with peanuts and a sprig of basil on a dark background. The peanuts are in various stages of shelling, and the basil leaves are vibrant green. The background is a dark, textured surface.

make it grow

THE RISE OF PEANUTS

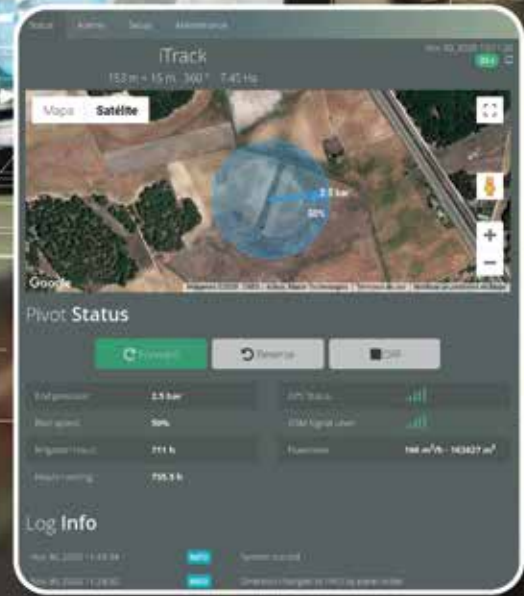
The positive impact of your
Center Pivot Irrigation system

iCONTROL PUMP

Reduction in energy
consumption of up to 30%

iTrack

STAY INFORMED, STAY EFFICIENT.



The smoothest solution for monitoring center pivots and linear systems.

- Monitor your pivot or linear system in real-time.
- Get instant updates on its operation.
- Programmable alarms alert you instantly to any shutdowns or status changes.
- Allows you to respond quickly to potential issues.

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make it grow

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Alkhorayef
Irrigation Solutions

A WORD FROM THE CEO



Dear Dealers and Customers,

As we navigate the ever-evolving landscape of agriculture, one thing remains constant: the vital importance of food production. With the global population expected to reach 9 billion by 2050, the challenge of ensuring food security is more pressing than ever. At the heart of this challenge is the careful management of our most precious resource: water. Efficient water use in agriculture is not just a necessity; it's a responsibility we all share.

In this edition of Make It Grow, we delve into the fascinating world of peanuts, a crop that is gaining popularity across the globe. Peanuts are not only nutritious but also resilient, making them a vital component of sustainable agriculture. I encourage you to read the detailed article on this remarkable crop and consider its potential in your own operations.

This issue also features an insightful article on fertigation prepared by our friend Alberto Hernandez, Global Key Account at ITC, our global partner to provide you one of the best products to apply fertilizers using irrigation water. This practice significantly improves crop yields by ensuring that plants receive nutrients every time they are irrigated. Fertigation is a game-changer in precision agriculture, and I highly recommend exploring how it can benefit your farming practices.

We are excited to announce our new product, iControlPump. This solution is designed to control our pumping stations and interacts seamlessly with iControlRemote to adjust pumping pressure. This not only saves energy but also reduces costs for our farmers. You

will love this product as it brings significant efficiency and savings to your operations!

I am also pleased to introduce our new Supply Chain Manager, Gian Carlo Barbera. In this issue, Gian Carlo shares insights on the new challenges the world is facing in shipping goods to global markets. His expertise and strategic approach will be invaluable as we navigate these complexities and continue to serve you effectively.

Additionally, I would like to highlight the article by our long-standing partner, the Italian pump manufacturer Caprari. We have worked together on numerous projects over the years, building a strong and lasting relationship. This partnership exemplifies what we value most: creating enduring relationships with our partners.

Moreover, our AISCO family is growing. We have welcomed new members to our team, all dedicated to supporting you—our valued dealers and customers. Our expanding team reflects our ongoing commitment to providing exceptional service and support, helping you overcome challenges and seize new opportunities in the agricultural sector.

Thank you for your continued trust and partnership. Together, we can make a significant impact on global food production and water conservation.

“Efficient water use in agriculture is not just a necessity; it’s a responsibility we all share.”



The peanut boom

In recent years, growing peanut has prompted increasing interest due to its high nutritional value and its versatility for the food industry. The rise in demand has led farmers and irrigation specialists to develop and adopt more efficient and sustainable techniques to ensure production of high quality. Would you like to know the essential requirements for efficient production of peanut? Pablo Cifuentes and Bubba Ivey let us into the secrets of this interesting crop.

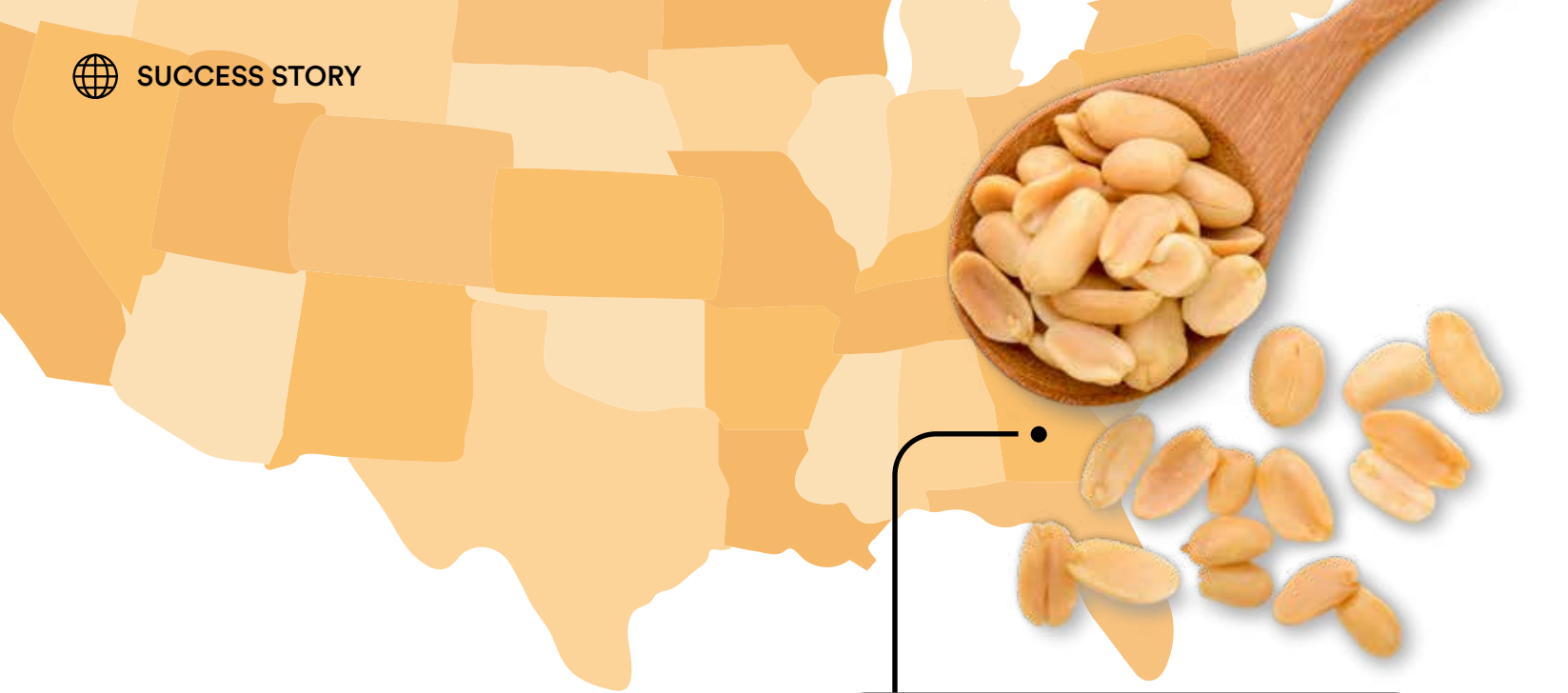
The peanut requires strong sunlight and warm temperatures, and it is particularly sensitive to low temperatures. It prefers loose, sandy soils with efficient drainage, so that the pods can become buried easily. While it can be grown in heavier soils, it is crucial that these drain well and are properly aired.

In the southeastern United States, irrigation is a crucial factor for growing peanut. This crop requires from 500 to 750 mm of water during the season, which can be complemented with the seasonal rains. However, due to the strong variability in precipitation experienced, pivot irrigation has gained popularity in the last few years. This irrigation method not only ensures a constant supply of water, but also guarantees uniform germination and phenological development, resulting in both high-quality production and yield.

Adequate soil preparation before sowing is essential to an optimal seedbed. The plantation period for peanut varies around 140 to 150 frost-free days. On this point, pivot use has been shown to bring several benefits to the soil, such as lower compaction and improved aeration, by applying spray irrigation with its sprinkler packages. Moreover, thanks to this system, it is possible to apply exact amounts of fertilizers and chemical products at the right moment.

To optimize the use of irrigation on peanut plantations, circular cropping, parallel to the pivot system, has been incorporated recently. This technique enhances water retention in sloping soils, by trapping water between the furrows and reducing runoff. In addition, for mechanized harvesting, circular cropping saves time, thus reducing the cost of this work.

In short, pivot irrigation not only acts to ensure watering and germination, but it also contributes significantly to the efficiency and quality of peanut production. The combination of proper soil management, innovative irrigation techniques and efficient plantation design guarantees a uniform crop of high quality, thus benefiting both producers and consumers.



“Pivot use has been shown to bring several benefits to the soil, such as lower compaction and improved aeration”

We have interviewed a farmer who has dedicated more than three decades to perfecting the art of growing peanut, a crop which has been grown in Crisp, Worth and Lee counties for over 50 years. He currently manages an impressive area of 1500 acres (607 hectares), and gets average yields of about 5000 lbs/acre (5618 kg/ha).

LOCATION:
Crisp, Worth and Lee counties in Georgia


CULTIVATED AREA:
1500 acres (607 hectares)

HOW LONG HAVE THEY BEEN PRODUCING THIS CROP IN THIS AREA?:
More than 50 years.

AVERAGE YIELDS:
About 5000 lbs/acre (5618 kg/ha).

WATER SOURCE:
Deep wells


FLOW:
800-1200 GPM

 **Water source and irrigation:**


Using deep wells that provide between 800 and 1200 GPM, he achieves optimal watering in his fields. Center-pivot irrigation is his preferred choice, because it permits uniform distribution of the water and facilitates the incorporation of fertilizers and chemicals into the soil. This system is particularly appropriate for the mostly flat land of his region, although he recognizes that field corners may be left unwatered.

 **Sprinkler selection:**

To maximize irrigation efficiency, this farmer advises using drops with spray-type or rotary sprinklers, and pressure regulators.

 **Water and pressure requirements:**

Peanut requires approximately 1.5 inches of water per acre-day. He recommends using soil humidity probes and keeping meticulous records of precipitation and temperature to cope with evaporation efficiently. With this approach, he hopes to maintain and increase his current yields of 5000 lbs/acre (5618 kg/ha).

 **Motivation and benefits:**

The decision to grow peanut is driven by its profitability. Growing peanut for next season's seeds and to produce peanut oil and butter is a significant source of income. Investing in pivot irrigation not only improves the uniformity of watering, but also ensures efficient use of agricultural inputs into the soil, thus optimizing the productivity of the crop.

Summarizing, the extensive peanut-growing experience of our collaborator and his meticulous approach to irrigation management furnishes a valuable guide for other farmers and emphasizes the importance of innovation and adaptability in modern agriculture.



EMERGING CHALLENGES IN THE SUPPLY CHAIN

Gian Carlo Barbera joined Alkhorayef Industries recently as Supply Chain Director. He brings more than 30 years' experience in various industries, including the food, chemical and healthcare sectors, centered mostly on positions relating to the Supply Chain. He has also performed roles in areas like Marketing, Sales, Order Management and IT Projects. Before joining Alkhorayef Industries, he worked in the steel industry in Abu Dhabi, United Arab Emirates, for 8 years.

Would you like to know more about Gian Carlo and his project for Alkhorayef Industries?

Here you are!

Gian Carlo, what are the most significant challenges the supply chain in our industry faces today? And in our company in particular?

Given that our manufacturing operations are concentrated exclusively in Riyadh, inbound and outbound logistics is one of the most important challenges we must tackle to reinforce our position in a highly competitive global environment.

¿What are your principal objectives as the new Supply Chain Director at our company?

In simple terms, my principal objective, which is aligned with Alkhorayef's strategic objectives, is to develop a solid Supply Chain area capable of underpinning continuous growth in our business.

¿What strategies do you intend to implement to enhance the efficiency of our supply chain?

Our strategy rests on five fundamental pillars:

1. People and organization: enhancing the skills of our team in terms of numbers and qualification. This also means emphasizing people's

value to attract and retain talent. Finally, developing with the right organization to support our commercial operations.

2. Processes and procedures: introducing best practices into our supply chain management and in a spirit open to continuous improvement. We need to reinforce our internal organization, as well as to reinforce communication and integration for all our regions.

3. Systems and applications: getting the very most from our ERP system and exploring other digital



solutions and advanced analyses, pursuing an approach completely integrated into our scheduling. Optimizing what we do and how we do it, finding sustainable solutions for complex situations in different scenarios.

4. Warehouse operations: we are reviewing our warehouse management and distribution system as this is a key factor in offering optimal service to our clients, aiming for maximum competitiveness in a challenging business environment..

5. Inventory management: this is not just about questions of cash flow and capital costs through appropriate stock levels at each exact moment. It is also necessary to devise and establish the right strategy on when to place our orders to satisfy the needs of the business and the expected level of service.

What role does technology play in supply chain management?

Technology is a fundamental prerequisite for grappling with the challenges facing our supply chain in an ever faster global environment. The system should work for us, and not vice versa. Technology in the shape of tools, methods and knowledge transfer is fundamental.

With regard to sustainability, which measures do you consider priorities to make our supply chain more sustainable?

The first point is to outline long-term sustainability objectives, starting by implementing more efficient and effective practices in-house, optimizing our operations, managing our inventory properly, and adopting measures to reduce waste. The long-term strategy also ought to consider introducing sustainable materials from top-level providers which have established their own sustainability objectives in turn.

Given the rapid changes in global markets, how can we handle these major changes that are ever more frequent?

Information is perhaps one of the most valuable assets in coping with the accelerated pace of our global markets. There exist neither crystal balls nor magical solutions. Using technology, advanced analyses and solid communication systems in all our regions is key to anticipating what could happen and being properly prepared.

How do you see the future of our supply chain over the next few years?

Intensive use of digital solutions, automation, and AI will probably be indispensable. At the same time, the market, and especially in the Middle East, will be ever more competitive and aggressive in attracting and retaining talent, professionals who are “one step ahead”,



“
My principal objective is to develop a solid Supply Chain area capable of underpinning continuous growth in our business.”

who can effectively solve the existing problems and anticipate solutions to potential new ones. Being able to call on solid collaboration with strategic providers and commercial partners will likewise be key to maintaining our supply chain strategy and supporting the growth in activity.

What changes do you think could have an impact in the near future?

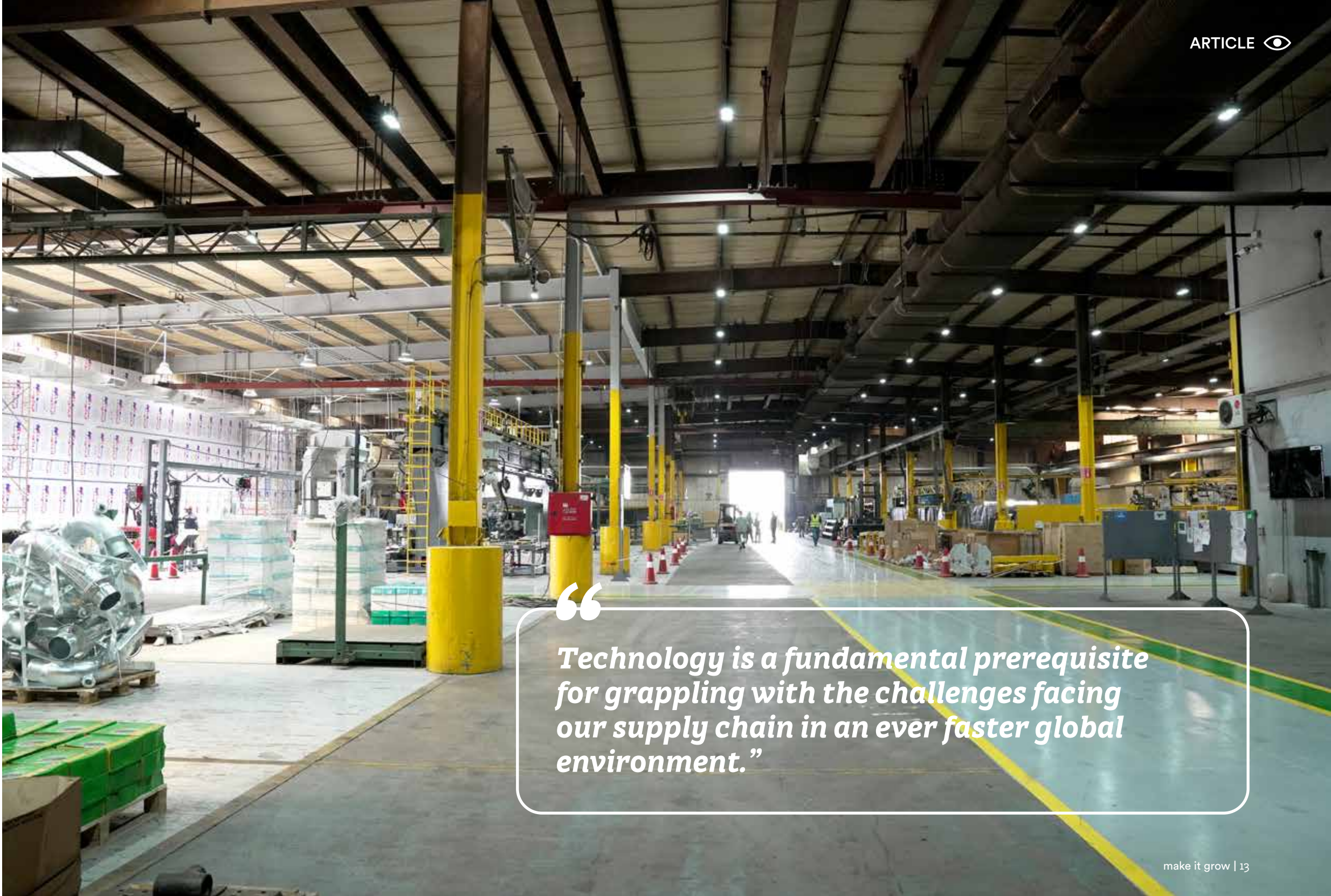
In the near future, my main worry is a possible escalation in external factors driven by social and political instability which could impact our logistics and other aspects of the supply chain.

Which part of your work do you find most gratifying?

It is gratifying to contribute to the process of building something new, transforming my work area: a journey to leave a legacy in the company Alkhorayef Industries. You can't put a price on that.

What are the best values and/or strengths you have found at Alkhorayef Industries?

Despite the challenges of clearing the existing bottlenecks in our operations and dealing with the pressure to obtain good results, we have an excellent working atmosphere. There is a culture of respect and cooperation, as well as an open channel for communication with all levels within our organization.



“Technology is a fundamental prerequisite for grappling with the challenges facing our supply chain in an ever faster global environment.”

Revolutionizing Irrigation with iControlPump

Efficiency and Technology for Energy Saving

Can you imagine driving using the accelerator and the brake at the same time? It sounds ridiculous and inefficient! However, many of the world's large irrigation installations work in a similar way.

Pumping stations are usually de-

signed to maintain a constant pressure based on the maximum required at the most distant or elevated sector. Then, regulation valves are used to adjust the pressure at each sector or pivot, creating a pressure drop which acts to regulate the water speed like the brake of a vehicle.

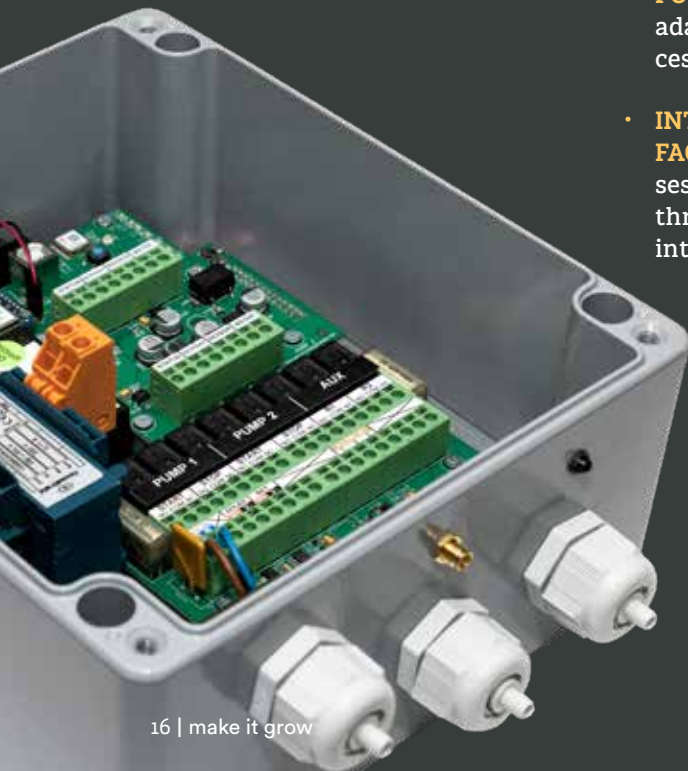
In a world where energy efficiency

is more crucial than ever, iControl-Pump emerges as an innovative solution to managing and automating pumping systems. This tool lets you control and program irrigation operations centrally and remotely, using any Internet-connected device such as a computer, tablet or cellphone.

Energy efficiency with a single click

Users of iControlPump can experience energy savings of up to 30%, by adjusting the pressure to the minimum necessary in real time.

Thanks to its integration with frequency variators, iControlPump adapts the pump pressure dynamically, optimizing energy consumption without giving up yield. Its advanced optimization algorithm evaluates the pressure needs of each pivot constantly, and adjusts the settings to ensure efficiency.



Key functionality of iControlPump

- **REMOTE CONTROL AND AUTOMATION:** managing starting and stopping pumps, whether these are electrical, solar or fuel-driven, from anywhere at all.
- **PRESSURE REGULATION:** matching the pressure to the real demand of the irrigation session, guaranteeing efficiency and savings.
- **CONTINUOUS MONITORING:** with pressure sensors and flowmeters, each of the system's variables is surveilled at all times.
- **COMPATIBILITY WITH SOLAR POWER:** offers the possibility of adaptation to solar power if necessary.
- **INTUITIVE GRAPHICAL INTERFACE:** the status of the irrigation session is available in real time through a clear, user-friendly interface.

How and when iControlPump maximizes energy savings

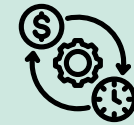
On uneven land.

If a pivot is installed on terrain of uneven elevation, iControlPump will adjust the pumping pressure to that necessary on the last sprinkler. The pressure read by iControlRemote from the last tower will be kept constant, reducing the pumping pressure when the pivot goes downhill, and increasing it when the pivot goes up. It is no longer necessary to maintain high pumping pressure when the pivot is in a low area.

On hydraulic networks shared by multiple pivots.

If several pivots are fed by a hydraulic network, when they are not watering at the same moment, the flow will be below the maximum for which the network was dimensioned. Therefore there will be a lower pressure drop in the pipes, meaning that pumping pressure can be reduced, so that energy consumption can also be reduced. The iControlPump pressure optimization algorithm will detect this smaller pressure drop by taking readings from the pivots that are watering, and ignoring the ones not in use.

Benefits of iControlPump



1. EFFICIENT MANAGEMENT:

Automation and remote control, meaning more effective and less expensive management.



2. ENERGY SAVINGS:

Reduction in energy consumption of up to 30%, which is seen directly in lower operating costs.

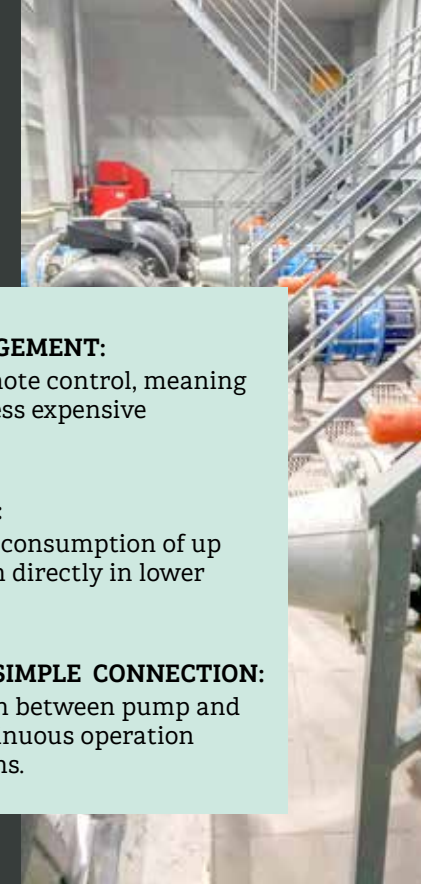


3. IMMEDIATE AND SIMPLE CONNECTION:

Improved interaction between pump and pivot, ensuring continuous operation without interruptions.

iControlPump is not just a tool for automating irrigation: it is a strategic ally in the quest for sustainability and energy efficiency. By integrating state-of-the-art technology and advanced functionality, iControlPump is designed to facilitate complex operations and turn them into simple processes that can be controlled remotely, opening up new possibilities for farmers and water resource managers all over the world.

Incorporating iControlPump is not just a step into the future: it is a commitment to sustainability and energy efficiency, and is setting a new standard for the efficient management of resources in agriculture.



What the experts say, by Regis Simier, Global Development Manager

iControlPump should be in the mind of all designers of irrigation systems. The farmer needs to reduce their production costs to remain competitive. The cost of irrigation, and more particularly the cost of pumping, is an important charge on their bottom line.

The pumping energy cost is directly proportional to the amount of water pumped and the pressure driven by the pumps. The amount of water is optimized by using a uniform irrigation system to avoid overwatered areas, and soil humidity probes to ensure that the water does not infiltrate below the root area. With regard to the pumping pressure, the designer bears responsibility for selecting the right material to save energy, optimizing energy consumption by selecting pumps matched to the minimum pressure necessary, and the best-performing pumps for a given flow.

Moreover when the aspiration conditions or flows vary, frequency variators should be fitted to maintain constant outlet pressure, whatever the level of water in wells or reservoirs or the flow through the pumps. With frequency variators, iControlPump can bring many more advantages like remote control over the pumps and their pressure setpoints.



FERTIGATING?

Fertigation could be defined officially as: Irrigation system in which fertilizers are applied to plants using the irrigation water. However, this technique includes much more, and Alberto Hernández (Global Key Account at ITC) is going to explain all the crucial details about applying it using pivots.

WHAT IS FERTIGATION?

Fertigation involves applying fertilizers using irrigation systems, allowing us to supply both the water the plants need and the nutrients required for their development in a single application.

In general, we prefer to speak of high-frequency irrigation due to its advantages. By applying fertilizers frequently, we avoid overloading the plants with nutrients which could provoke toxicity or losses of product into groundwater.



“*Supplying fertilizers with an irrigation system, we guarantee that the plants get the exact amount they need at the right moment.*”

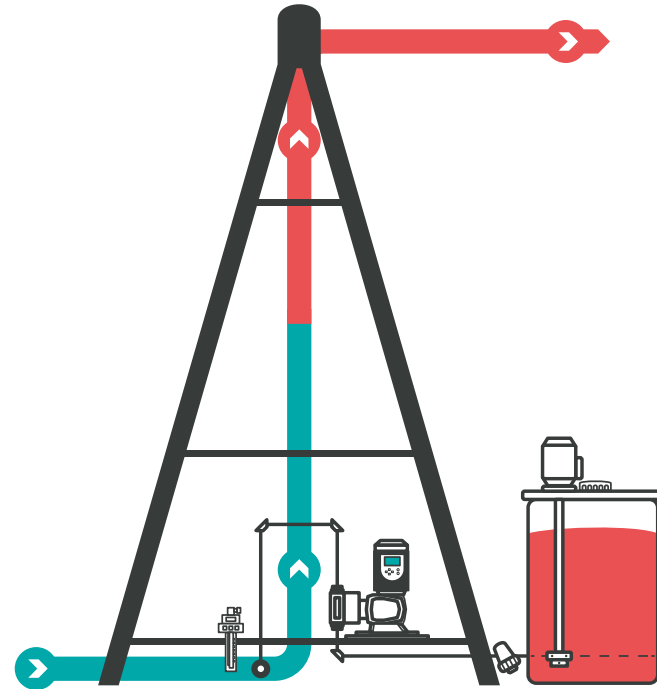


BASIC ELEMENTS FOR FERTIGATION

The fundamental element of fertigation is an injection pump for chemical products. If the product is a liquid it is stored in a tank directly and the pump injects it into the base of the pivot. However, for solid fertilizer, we need a system to prepare a solution as the pump can only handle liquids. This requires a stirrer which facilitates the preparation of solutions.

Certain additional components of the installation are crucial. One of these is the injection valve, a device to inject the chemical product into the center of the pipe, averting a higher concentration of salinity close to its walls, which could cause corrosion.

It is crucial to have a filtering system for the chemical product, especially if it is not liquid. This filter is essential to eliminate any insoluble residue or impurities the solid fertilizer could contain, thus preventing these from reaching the pump head and causing damage.



WHAT ARE THE ADVANTAGES OF PIVOT FERTIGATION?

Supplying fertilizers with an irrigation system, we guarantee that the plants get the exact amount they need at the right moment, leading to a saving of fertilizer as we avoid losses and guarantee precise application.

From the perspective of the impact on the crop, the advantage is clear. For some crops such as sugarcane, the traditional way of supplying fertilizer once the plants have grown poses certain challenges. Fertigation allows the fertilizer to be supplied while watering the crop, which simplifies the process and improves efficiency.

Fertigation brings savings both in fertilizer consumption and operational costs. It eliminates the need to send workers into the field to apply fertilizers, as this is integrated into the existing irrigation process.



Economical use of fertilizers



Lower production costs



Minimum impact on the crop



Smaller environmental footprint



TELL ME SOME MYTHS



Fertigation causes corrosion:
FALSE

One very misleading myth is the idea that chemical products cannot be injected into pivots, but that if this is done, the pivots have to be lined to protect them. This is not necessarily true.

The decision of whether to use Permapipe™ depends mainly on the characteristics of the water, and especially on its corrosion potential, given that this is what is flowing constantly through the pipes, whether the pivot is being used for fertigation or not.

Fertilizer concentrations are normally low, especially for high-frequency fertigation systems. However, the less often the fertilizer is injected, the more is needed each time, which will lead to a higher concentration of salts in the water, and therefore a higher risk of corrosion.

Despite this, as we inject into the center of the pivot pipe, there should be no corrosion, unless we are trying to apply all the fertilizer the crop needs in a single application.



We cannot fertigate every time we irrigate:
FALSE

Another mistaken idea is thinking that fertigation is somehow different from ordinary irrigation. In reality, any stage of irrigation can be a chance to fertigate, if we adapt the amounts to match the needs of the plant at that moment. These days, irrigation equipment has advanced so much that most of the water applied ends up on the ground where it is captured by the plant, and the same is true of the fertilizer.

HOW IS FERTIGATION SEEN IN DIFFERENT PARTS OF THE WORLD?

Any crops watered by pivots can be fertigated, especially in low-quality soils, like those in the Middle East and North Africa, which are predominantly sandy and lack the capacity to retain water and nutrients. In these soils, fertigation is fundamental for supplying the nutrients necessary in each watering, as otherwise, the nutrients are washed away rapidly.

Sugarcane benefits particularly from fertigation due to its size and height, which makes applying fertilizers the traditional way difficult, so that fertigation maximizes its yield.

There is great potential for developing high-tech irrigation in Europe and the CIS countries. In emerging regions of Europe, like Hungary and Romania, where irrigation is still incipient, opportunities for growth are being seen. While these zones do not traditionally require nutrients to be added because their soils are naturally fertile, the expansion of intensive agriculture is generating higher demand for fertigation.



THE TREND

In markets where fertigation is not yet present, the trend will be to introduce it, while where it is already practiced, we will advance toward full automation between the pivot and the fertilization system.

The Aisco development development is collaborating with our ITC technicians to integrate automated fertigation into the pivot control and monitoring system iControlRemote.

AN IDEA THAT MAY BE HERE TO STAY

Any irrigation cycle can be implemented with a supply of nutrients. Separating nutrition from watering is an error.

www.itc.es



CAPRARI, shaping water

In a world where water is the vital resource par excellence, where innovation and efficiency in the whole water cycle are keys to success, CAPRARI emerges as a market leader around the world.

CAPRARI is the Italian industrial group that manufactures centrifugal pumps and electric pumps for the professional agriculture sector, industry and special applications, infrastructure and managing clean water and wastewater.

It specializes in implementing solutions and applications for the efficient and sustainable management of the whole water cycle. It is founded upon its production know-how, consolidated over 80 years of learning and growth, and its commercial record, the pillars of its passion, innovation, technology and development.

CAPRARI products are characterized by the very highest quality standards throughout the production process, with an emphasis on factory acceptance tests (FAT) for 100% of the submersible motors, and also by the company's close collaboration with clients.



www.caprari.com

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A vision committed to sustainability and energy efficiency, to water and to life.”

AISCO and CAPRARI, partners in success

Caprari Pumps' relationship with Aisco goes way back. We are providers of submersible pumps and motors, of vertical shaft pumps for wells and horizontal pumps in units on beds and coupled to diesel engines, for the segment of the agricultural sector attended by Aisco. We offer efficient and reliable pumps for the entire irrigation chain, from the extraction of water to its distribution.

For its international projects, Caprari supplies Aisco with high-flow products offering exceptional hydraulic performance, with special emphasis on energy savings.

Our products satisfy the European ECO DESIGN directive, with a high-performance hydraulic design, and especially our motors with efficiency rating IE3 in the wastewater range.

Diesel motorpumps: bespoke products and solutions

For diesel motorpumps which extract water from channels, rivers or lakes and manage pressure for different irrigation systems such as pivots or booms, Caprari has devised a range of specific pumps which are particularly robust and reliable.

A new generation of pumps for diesel engines, the MEC AG/MEC MG/BHG series, with cast iron pump body and impeller and fitted with modular flanges type SAE. Supreme flexibility with an interchangeable connection flange so that a single pump model can be coupled to any heat engine.

Advantages:

- Appropriate for all irrigation systems
- Excellent hydraulic features
- Notable energy savings
- Easy to install
- Simple maintenance is guaranteed thanks to the EASY FIT system: this is an innovative device allowing extraction of the stuffing box without disassembling the pump, with direct access to the system on-site to perform the replacement.

EASY FIT innovative device allowing extraction of the stuffing box without disassembling the pump, with direct access to the system on-site to perform the replacement.

INNOVATION

Caprari holds a variety of international patents applicable to the great variety of the range: Among these we find:

DEFENDER

Ultra-resistance to corrosion for submersible and vertical shaft pumps from minute zero of installation.

HT BEARING

Bearing of maximum resistance to axial thrust, offering extreme reliability for submersible motors from 4" to 14", widening the safety margin against axial load generated by the hydraulics.

SAND-OUT SYSTEM

This is the system which ensures durability and reliable performance even in the presence of significant levels of sand and solids. In addition, it guarantees that the motor starts, helping to avoid maintenance costs related to malfunctions. Present in the Desert Energy submersible range.

PRESALE SERVICE

The flexible approach means that the features and the response capacity can be optimized, furnishing effective solutions to the specific demands of clients. CAPRARI offers highly specialized assistance, with exclusive, professional and competent technical advice.

CENTRAL STOCK OF SUBMERSIBLE PUMPS AND MOTORS

CAPRARI holds a vast stock in the different central warehouses of its subsidiary network. The stock is made up of an appropriate level of submersible centrifugal electric pumps, vertical pumps, pumpheads and pipes, and surface and wastewater or drainage pumps. The most demanded products and those incorporating the brand's latest technological innovations.

CENTRAL STOCK OF SPARE PARTS

The original spare parts designed with precision and passion are the guarantee that will prolong the life of CAPRARI products, and are fundamental to absolute assurance that operations will not be interrupted.

The numerous maintenance kits for almost all the pump models facilitate maintenance. The online iPump SparesTutor platform allows exploded-view drawings to be found quickly and simply.

Vertical shaft pumps

The configuration of the vertical shaft pump range from 6" ÷ 22", with submersible pump, lineshaft and drive unit on the surface, makes them an exceptionally reliable, flexible, high-performance solution.

The pumps of the series P are available in different metallurgies and can be controlled by either electric or diesel motors.

Welcome to the team!

We are delighted to welcome you to our team and are excited by the potential of your contribution and enthusiasm for reaching new heights of success together.

Let's go! And welcome to the family!



JARON EVERETT NATIONAL SALES MANAGER - USA



I grew up on a farm in the southern plains of Texas, where irrigation was always part of my farming experience. I was fascinated by innovation in irrigation from an early age, especially after my first hands-on experience on the farm.

I've been involved in the irrigation industry since 2007. As a distributor of center pivots for several years, I promoted, designed and let projects in many parts of West Texas, to insure water conservation efforts were at its highest standard.

Today, as National Sales Manager at Pierce Corporation, I hope to lead this new project with success, efficiency and effectiveness. My objective is to carry Pierce to the next level in North America, strengthen the team and educate, train and develop the Pierce distributor network, as well as the sales team and other collaborators.

With regard to the future of agriculture, we face unknown challenges, but prosperity will remain attainable thanks to agriculture, and irrigation plays a crucial role in this success.

My wife and I along with our 6 children reside in Texas, near the San Antonio office. I enjoy dirt bike/trail riding, engineering projects and I also restore Massey Ferguson tractors.

BUBBA IVEY SALES MANAGER - SOUTHEAST USA



I started working in the irrigation industry in 1979, cultivating 3500 acres with 15 center pivots. I expanded my knowledge in the chemical products and fertilizers industry, and managed the purchase and handling of commodities and peanuts for a local company.

As Regional Manager for two pivot manufacturers, I developed territories in the southeast, renewing my acquaintance with the center pivot industry and enhancing my appreciation of it.

Currently, as Southeast Territorial Sales Manager for Pierce Corporation, I focus on developing and supporting a Pierce distributor network, as well as educating distributors in the concept of Integrity Selling.

Using irrigation continues to raise yields and the quality of the agricultural products that feed the world's population. Educating Pierce distributors about conserving water is vital.

I am married: I have four children and one grandchild. I enjoy spending time with my family, fishing, chasing sunsets, and reading.

DIEGO SOLIS SALES MANAGER - MEXICO, CENTRAL AMERICA AND SOUTH TEXAS

My name is Diego Solís. I am the new TSM for Mexico, Central America and South Texas at Pierce. My passion for agriculture arose in my childhood in Villa del Corzo in Chiapas, where I grew up in the country and learned the value of this activity from an early age. I studied Irrigation Engineering at the Universidad Autónoma Chapingo and my professional experience centers mainly on designing and installing irrigation systems, especially center pivot ones.

As Sales Manager for Mexico, Central America and South Texas, my main objective is to strengthen the distributor

network, giving the technical support necessary, and promoting innovative irrigation and fertigation solutions to improve agricultural productivity.

I believe in an agriculture that is modern, high-tech and sustainable, focusing on food security and respect for the environment.

I have a son called Tadeo who is 6 months old, and he shares my passion for irrigation already!



JOHN DOERKSEN NATIONAL SERVICE MANAGER - USA

I am originally from Texas, but spent part of my childhood in Mexico where my father grew onions and watermelons, sparking my admiration for irrigation systems.

Over a decade, I worked on installation teams, and then in service and maintenance roles for more than 11 years, specializing in GPS, telemetry and electrical systems.

Traveling around the United States to install state-of-the-art GPS-guided lateral machines expanded my experience even further. Six years ago, I seized the opportunity to become an irrigation distributor for the same company, thus realizing a long-cherished dream within the industry.

My current objective is to increase the presence of Pierce in North America, improving services and support for distributors and promoting innovations such as iControl and telemetry.

Outside work, I enjoy spending time with my children, I train a juvenile football team, attend sports events, play softball and go hiking. I am committed to having a positive impact on the lives of farmers, making sure they have the tools and support necessary to prosper. For me, there is nothing like the happiness of a farmer improving their livelihood thanks to effective irrigation solutions.



Western
Texas, EE.UU.
Service School

Pierce
Guanajuato, México
Commercial Technical
Seminar for Pierce
distributors in Latin America

Western
Paraguay
Innovar
Electrogrupo

Pierce
Argentina
ExpoAgro
Galamb

Western
Uruguay
ExpoActiva
Mehitor - GY Sat Riegos

Western
Spain
FIMA 2024

Western
Algeria
Sipsa Filaha Agrofood show
AgroEspace

Western
Zambia
Springvale Western
Saycol

Western
Zimbabwe
Adma Agri Show
Saycol

Pierce
South Africa
NAMPO 2024

Western and Pierce: Driving Success Around the World



In the exciting world of juvenile sport, the Springvale Western hockey team has left an indelible mark on this tournament. With exceptional skill and an unbreakable team spirit, this team demonstrated its dedication and determination in every game. Their victory over Lusaka Hotspurs in the final was not just a sporting triumph, but also a testament to the commitment of Western to supporting young athletes and community development. **Congratulations Springvale Western!! You're the best!!**

But our commitment goes beyond the sports field. At the start of this year, **Pierce Corporation** organized a **Service School in Texas**, bringing together distributors from all over the United States for an intensive training week. This event was not just a chance to boost the technical skills and sales of the distributors and discover the benefits of the **AiscoWorkspace** tool, but also to promote collaboration and exchange within the Pierce distribution network. Those present had practical opportunities to apply their knowledge on test rigs so they could build up their technical abilities.



Western, together with the Aisco Europe team, had a relevant participation in the **International Agricultural Machinery Fair (FIMA, Spain)** in the month of February. During this prestigious fair, Western presented its innovative iControl technological solutions for the control and monitoring of irrigation systems and pumping stations. Its stand attracted numerous distributors, suppliers and professionals interested in Western's cutting-edge products. This has been a great meeting point to establish numerous business connections, consolidating its leadership in the market.



In March, the **Technical Sales Seminar for Latin American Pierce distributors** was held in **Guanajuato, Mexico**. More than 45 agricultural sector professionals from 12 countries gathered for three days to explore Pierce's innovative solutions. The event included talks from Pierce's sales, service and marketing team, directed at strengthening the commercial skills and expanding the technical knowledge of attendees. The distributors were also able to visit a linear system LS4x4 BigFoot in the field. We would like to thank Aisco America, the Technical Service team, and our distributors and providers who attended for their invaluable collaboration in the success of this event.

Argentina was the stage for the **ExpoAgro** fair, where Pierce participated with the local distributor **Galamb** to present the latest innovations in irrigation systems. During the event, visitors were able to discover the cutting-edge iControl technology and bespoke solutions for efficient use of water in the agroindustrial sector. We would like to thank our local distributor Galamb and the whole of their excellent team for the incredible efforts made at this highly important event.

www.galamb.com.ar





Electrogrupo had an outstanding stay at the Innovar fair in Paraguay, where they showed all the visitors the wide range of Western products, together with the revolutionary iControlRemote technology. Visitors could discover first-hand the features and benefits of Western irrigation systems. Congratulations to the entire Electrogrupo team for their fantastic participation in this important fair in Paraguay!

www.electrogrupo.com.py



In **South Africa**, **Pierce** made its debut at **NAMPO 2024**, Africa's largest agricultural machinery event, and presented its high-quality irrigation solutions, highlighting the potential of the South African market. The participation of **Frederik Nel**, the Territorial Manager, was fundamental for attending to visitors and offering information about Pierce's irrigation products. We are excited to have participated in this edition of NAMPO and by the continuous growth and expansion in this market it offers us. Onward!



In **Zimbabwe**, Western emphasized its presence at **ADMA Agri Show 2024**, demonstrating its commitment to innovation and sustainability in irrigation. Our local distributor **SAYCOL** played a key role in this event by highlighting the importance of strategic alliances in Africa's agricultural market. This event furnished us with a unique opportunity to connect with professionals in the sector and farmers, as well as to demonstrate how the cutting-edge iControl technology can support **Zimbabwe's** agricultural sector. We would like to express our gratitude to **Dr. Khaled Shalabi** for accompanying the team during this fair, as well as to the **SAYCOL** team, for their efforts and dedication for this event. We hope it was very fruitful for everybody.

For the fourth year in a row, **Western** participated in the **Sipsa Filaha Agrofood Show en Algeria**, and consolidated its place as a leader in the pivot mechanized irrigation sector. This event was an excellent platform for us to present our innovations in irrigation solutions and remote control, underlining the strong potential for growth in the Algerian market.

This year, our **Territorial Managers Bahir Alani and Mohamed Ghali** were present, and their support was essential for attending to the numerous visitors interested in our iControl technology and Western irrigation systems. We would like to give special thanks to our local distributor **AgroEspacio** for their collaboration, which was crucial to the success of our participation. This event reaffirmed our position in Algeria and we hope to continue expanding our presence in this market over the next few years.

www.agroespacio.com



In **Uruguay**, **Western** continued its story of success with its participation at **ExpoActiva**, where the local distributor **Mehitor - GY Sat Riegos** highlighted the advantages of Western products, demonstrating their versatility and efficacy in different agricultural environments. Visitors had a chance to participate in the demonstrations given in the test field with a pivot for small fields, fitted with the iControlRemote system and fed by solar panels. Congratulations to the whole **Mehitor - GY-Sat Riegos** team for their fantastic participation!

www.mehitor.com

In short, the international events of this first half-year have been an opportunity for Western and Pierce to demonstrate their leadership in innovation and technology in the irrigation sector. From juvenile sport to international trade fairs, Western and Pierce continue to drive agricultural success around the world.

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