

## Protecting Fields and Vineyards with Digital Tools

Kwizda Agro Provides Farmers and Winegrowers with Comprehensive Digital Support Through Kwizda Xperience (KX) for Targeted and Sustainable Plant Protection.

Vienna, February 21, 2025 — **Agriculture faces significant challenges: climate change, new pests, and stricter regulatory requirements demand increasingly precise and efficient plant protection strategies. As a result, digital tools are becoming essential in agriculture, complementing traditional methods effectively. With its new platform, Kwizda Xperience (KX), Kwizda Agro introduces a digital solution that actively supports farmers and winegrowers in their daily work and helps protect their crops more effectively. The new platform will also be presented at informational events in all Raiffeisen Lagerhaus Wine Centers in Lower Austria (see details below).**

### One-Click Plant Protection – Tailored for Farmers and Winegrowers

Kwizda Xperience offers four innovative microservices specifically developed to meet the needs of farmers and winegrowers. These digital tools provide continuous monitoring of weather data and infection risks, allowing for better planning of plant protection measures—easily accessible via smartphone, tablet, or PC.

- KX Rain – High-precision precipitation analyses based on current weather data from renowned services.
- KX Field – Early detection of infection risks for field crops with accurate forecasts.
- KX Vine – Tailored pest forecasts for viticulture, aligned with specific growth phases.
- KX Planner – Digital support for efficient and cost-transparent spray planning.

“The demands on plant protection are becoming increasingly complex. Digital tools like Kwizda Xperience help farmers and winegrowers monitor pests more effectively, apply plant protection measures more precisely, and secure their yields,” explains Ronald Hamedl, Managing Director of Kwizda Agro.

The digital transformation is also impacting agriculture: those who aim for long-term success must embrace modern technologies and digital tools. Kwizda Xperience offers a practical solution that seamlessly integrates into daily farm operations, giving users greater control and confidence in plant protection planning.

### Experience KX in Practice – Informational Events

To provide farmers and winegrowers with direct insights into the functions and benefits of the new platform, Kwizda Agro is organizing several informational events. Kwizda Agro experts will demonstrate how KX can be integrated into agricultural operations and highlight the platform’s specific advantages.

#### Informational Afternoons in Lower Austria

Weinbau-Center Wolkersdorf, February 25, 2025, from 2:00 PM – 4:45 PM

Weinbau-Center Langenlois, February 27, 2025, from 2:00 PM – 5:00 PM

Additional Kwizda Agro events showcasing the new KX platform in key wine regions:

Winzer Krems, March 13, 2025

Horitschoner Eichenwald, March 19, 2025

Participation is free of charge but requires registration via email at [anmeldung@kwizda-agro.at](mailto:anmeldung@kwizda-agro.at).

## **Photos (Royalty-Free for Publication):**

Foto\_1.jpg (Copyright: Kwizda Agro): Kwizda Xperience (KX) offers four digital microservices for healthy crops to farmers and winegrowers.

Foto\_2.jpg (Copyright: Banana Images/stock.adobe.com): Kwizda Xperience (KX) combines comprehensive plant protection expertise with user-friendly, remote access to weather data, disease forecasts, and spray plans.

Foto\_3.jpg (Copyright: Kwizda Agro): Mark Winkler, Head of Digitalization at Kwizda Agro, is currently presenting Kwizda Xperience at informational events.

## **About Kwizda Agro**

Kwizda Agro GmbH is one of the leading providers of chemical and biological plant protection products and part of the Kwizda Group in Austria. The company develops innovative active ingredients and has extensive expertise in producing complex, high-quality formulations. The Technology & Product Development and Crop Solutions divisions focus on the development and international distribution of proprietary innovative biological products for forestry, specialty crops, and arable farming. Through its international distribution network, the company provides expert consulting for site-specific and sustainable plant protection. With over 400 employees across locations in Austria, Germany, France, Italy, Spain, Hungary, Romania, and the USA, Kwizda Agro supports healthy crops in agriculture and vibrant gardens as places of recreation.

For more information, visit <http://www.kwizda-agro.com/>

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