

## Aerobotics becomes an associate member of Samac

Precision farming experts, Aerobotics have been confirmed as an associate member of the Macadamias South Africa NPC (Samac), a membership, which is granted at the sole discretion of the board of directors.



Image Supplied.

This is considered to be a merit membership by virtue of special qualifications, experience, or added value to the South African macadamia industry.

Founded in Cape Town in 2014 by CEO James Paterson and CTO Benji Meltzer, Aerobotics empowers the agriculture industry with insights into crop performance on its web-based platform, Aeroview, where farmers can monitor every tree and orchard, and assess the effectiveness of interventions related to pests, diseases, soil-related challenges, tree inventory management, and operational concerns.

The Aerobotics and Samac association supports the ingenuity of South African macadamia farmers, who leverage crop insights such as those provided by Aerobotics to identify and minimise the limiting factors in an orchard.

This has proven to increase yield per Rand spent by up to 30%. Samac's commitment to ongoing broad-based research and development in the field has become a testament to the importance of agritech solutions for more efficient and

sustainable management of macadamia orchards across the country.

Manager for Aerobotics in South Africa Ken Treloar, says: "I believe that the Aerobotics' Aeroview platform and Aeroview InField scouting application will play an increasingly important role as tools in both the researcher and grower's toolkits, and we look forward to adding additional value through our membership with Samac."

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