

Citrosuco: Digitalizing farming with data-driven insights from SAP solutions



Cultivating new business value—from seed to harvest

Citrosuco is a leading producer of orange juice, growing fruit sustainably at its global farms and processing it at plants in Brazil and the United States. To upgrade its farming and production processes, the company deployed digital agriculture technology from SAP.

| Industry | Region | Company Size |
|-------------|---------------|-----------------|
| Agriculture | Matão, Brazil | 5,500 employees |

99%

reduction in field paperwork and offline data entry.

2X

more farm visibility and insights.

28

farms digitalized using SAP Farm Management by Vistex.

“The implementation of the SAP Farm Management application by Vistex was fundamental in building a structured and solid foundation. By using mobile devices in the field, which ensure greater reliability and data security, we can accelerate analysis and decision-making processes.”

Gonçalo J. Pimentel
Performance, Intelligence, and Technology Manager, Citrosuco

Delivering natural, sustainable food to a global market

Citrosuco strives to enhance consumers' health, quality of life, and well-being by producing natural orange juice that uses 100% of the fruit. Headquartered in Brazil, the global organization has seven offices around the world, as well as 28 farms and four production plants in Brazil and the United States. Products are shipped through Citrosuco's five maritime terminals using five dedicated ships and a multicargo vessel. The company's mission is to supply natural foods, preserve the environment, and generate value for the entire agricultural ecosystem.

To stay ahead of the competition, Citrosuco needed to introduce innovation into its products and business solutions. The company wanted to reduce paper use while eliminating the retyping of data into SAP software. Another priority was being able to better track farm machinery, even when users were fully offline. Growers wanted to use geospatial-based insights to track inspections and identify disease in plants. The company also sought insights into harvest performance and real-time farm visibility using data from its SAP Cloud ERP solution.

“At Citrosuco, digital transformation is a continuous journey—evolving from the adoption of technologies like IoT and machine learning to the current challenge of integrating artificial intelligence. Being at the forefront of technological innovation is part of our DNA and drives productivity, sustainability, and excellence in agribusiness.”

Israel Santos Pinto
System & Analytics Manager, Citrosuco

Driving innovation through modern farm management

To meet these goals, Citrosuco launched a digital transformation project in 2017. The company began the initiative by deploying the [SAP Farm Management application by Vistex](#), which supports farm personnel with new insight and decision-support capabilities. The application helps users plan farm-field operations based on budget, resources, and production goals. Workers can perform harvest activities based on precise measurements of crop yields and qualities.

Citrosuco connected SAP Farm Management by Vistex with its [SAP Cloud ERP](#) solution. Also deployed were several custom-created mobile apps that can work in either online or offline mode using [SAP Mobile Services](#). Geographic information system (GIS) applications can gain insights from field data, tracking disease and using heat maps to create terrain status visualizations. To enable users to access GIS applications from various device types, the Citrosuco team integrated them into key transactions in SAP Cloud ERP and SAP Farm Management by Vistex.

Users also can rely on a GIS-enabled view to visualize company assets. Geofencing features help users identify activities confined to certain geographic areas, such as harvests, inspections, and machinery operations. The team also deployed [SAP Fiori](#) apps to enhance the user experience.

“With farm data digitalization enabled by SAP Farm Management by Vistex, Citrosuco is reaping the rewards of innovation: faster decision-making, cost reduction, and sustainable practices that pave the way for new possibilities driven by technological advancement.”

Maurício José Pereira
IT Business Partner for Agribusiness, Citrosuco

Gaining value on the digital transformation journey

Now that all the Citrosuco farms are digitalized, the company is realizing significant benefits.

SAP Farm Management by Vistex helped the organization reduce the costs of chemical applications by using precise georeferencing capabilities to reduce duplication and rework. Mobile apps replaced paper-based processes by 99%, cutting the cost of paper. They also saved users time, virtually eliminating the need for typing data into SAP business applications.

Heat map features helped users see exactly where disease required treatment, supporting better decision-making and time management. Citrosuco field personnel who use mobile apps can work more productively, thanks to a more intuitive user interface that includes only necessary data. Team leaders estimate that visibility into farm operations and relevant insights have increased by 99% since the beginning of the digital transformation journey.

Citrosuco executives expect to realize incremental cost savings now that the company is using real-time, detailed paperless information about farming activities. As the digital transformation initiative matures, team leaders anticipate that mobile apps, georeferenced sensors, and real-time connectivity with SAP Cloud ERP will drive additional value.

Want to know more about Citrosuco?

- Innovating Farm Management through Digital Transformation ([SAP Innovation Awards](#))