

Kwizda Agro Introduces Digital Services for Plant Protection

Kwizda Xperience Provides Weather Data, Disease Forecasts, and Spray Plans in a User-Friendly Format

Vienna, February 10, 2025 – Up-to-date, clearly structured, accessible from anywhere, and easy to use: these are the key features of Kwizda Xperience, Kwizda Agro’s new online platform, offering data- and knowledge-based support for modern plant protection. “With Kwizda Xperience, we bring our plant protection expertise directly to the digital devices of farmers and winegrowers — always available, anytime, anywhere,” says Ronald Hamedl, Managing Director of Kwizda Agro. The four integrated services provide current weather data with historical comparisons, highlight pest and disease pressure for arable and vineyard crops, and enable easy creation and adjustment of spray plans.

The constantly changing conditions driven by climate change, extreme weather events, and emerging pests demand flexibility and rapid, often real-time adjustments in agricultural practices. This situation is further exacerbated by regulatory restrictions on active substances. Through digital transformation, Kwizda Agro offers new opportunities for customers to respond faster and more securely to pest outbreaks. Combining the knowledge and expertise of plant protection and digitalization specialists, Kwizda Agro has developed new modern services for agriculture and viticulture, all integrated into a single digital platform. These microservices are available in multiple languages for vineyards and fields in Germany, Austria, Romania, and Hungary.

Four Digital Microservices for Healthy Crops

Kwizda Agro is renowned in the agricultural sector for its excellent plant protection consulting, provided by experienced experts. With the online platform Kwizda Xperience (KX), the Austrian plant protection provider expands its personal consulting services with four innovative digital microservices: KX Rain, KX Field, KX Vine, and KX Planner. These services collect various data points and combine them with Kwizda Agro’s extensive plant protection expertise. Farmers and winegrowers can easily register at www.kwizda-agro.at/kx and access the web applications, which are also optimized for mobile devices. One of the platform’s standout features is the ability for farmers and winegrowers to “install” virtual weather stations on their fields and vineyards with just a click.

KX Rain delivers precise precipitation analyses, updated several times daily. Unlike stationary rain gauges, the service uses data from reputable weather services, updated multiple times a day. Radar measurements provide highly accurate visualizations of precipitation for each location. A scalable timeline also allows historical rainfall data comparisons, enabling effective integration of weather data into planning. Farmers and winegrowers retain full control over their data, managing it independently.

With **KX Field** and **KX Vine**, Kwizda Agro customers can detect infection risks early and plan plant protection measures efficiently using smartphones, tablets, or laptops. A dedicated digital monitoring point provides precise visualizations of disease pressure trends and spray conditions specific to their fields or vineyards. KX Field identifies infection risks for specific crops. In combination with specific weather and crop climate forecasts, disease pressure is displayed using a traffic light system. KX Vine offers a dedicated service tailored for viticulture, presenting infection risks in a user-friendly format. These services provide insights not only into infection risks but also the exact growth stages of the crops.

The fourth service, **KX Planner**, acts as a digital Kwizda Agro advisor, helping winegrowers create spray plans tailored to the specific needs of their vineyards. This enables timely and targeted actions to prevent infections such as downy mildew (*Peronospora*) and powdery mildew (*Oidium*). By allowing users to input product prices into the KX Planner, winegrowers also gain a transparent cost overview.

Photos (Copyright-free for publication):

Photo_1.jpg (Copyright: Kwizda Agro): Kwizda Xperience (KX) offers four digital microservices for healthy crops to farmers and winegrowers.

Photo_2.jpg (Copyright: Banana Images/stock.adobe.com): Kwizda Xperience combines comprehensive plant protection expertise with user-friendly, location-independent access to weather data, disease forecasts, and spray plans.

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 own international distribution network, the company provides expert advice on site-specific and sustainable plant protection. Kwizda Agro employs over 400 people across its locations in Austria, Germany, France, Italy, Spain, Hungary, Romania, and the USA. This ensures vibrant agricultural crops and healthy gardens as places of relaxation.

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

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