



Broccoli Algorithm & Cauliflower Algorithm

Weed control in broccoli and cauliflower is becoming increasingly complex as the number of approved herbicide active ingredients declines. However, ARA™, powered by our algorithms, opens new opportunities for weed control.

Real-time capture with ARA™



Sub-centimeter plant detection



Red : targeted weeds. Green: crop



With ARA™, as the broccoli plants are no longer touched during herbicide applications, phytotoxicity is drastically reduced. The result: a gain of 3 to 4 days in production time. The plant retains its full vigour and early maturity right from the start.

— **Christophe Stoll**, Stoll production SA, Switzerland

Detect & Treat Weeds with Artificial Intelligence (AI)

Our advanced Plant-by-Plant AI™ technology detects weeds of sub-centimeter size in your broccoli and your cauliflower fields, even between the crop. It targets them in less than 1/4 of a second on a footprint as small as 6 by 6cm.



The visible footprints on the ground here clearly demonstrate the drastic reduction in the amount of product used compared to a broadcast treatment.



This precision allows to come **closer to the crop**, hitting more weeds, even between broccoli plants, without harming them.

Visible Results

A case study, conducted by our agronomists, highlights the agronomic value of ARA™ in a challenging weed management scenario. In a broccoli crop **heavily infested with redroot pigweed** (*Amaranthus retroflexus*) and lacking effective post-emergence solutions, ARA™ enabled the safe use of a herbicide through its safety zone feature.

Untreated

ARA™ Spot Spray Treatment



Left: non treated, right: ARA™ treatment with a herbicide, 2 cm security zone.

The grower had no window for mechanical weeding because of weather, soil conditions and time constraints.

Only ARA™ was possible.

Proven Benefits:

Broccoli & Cauliflower

- Delivers input savings through targeted applications and crop-only treatments, including insecticides, fungicides, and biostimulants.
- Reduces manual labor requirements.
- Offers 6 operating modes in a single solution for every growth stage; ARA™ adapts to each field situation with dedicated modes.
- Enables in-row weeding even under suboptimal field conditions.



Field trials completed with ARA™ with non-selective herbicide, 2 cm security zone.

Note: Any use of plant protection products must comply with the official authorisations, authorised conditions of use, and applicable regulations in the country of use.

A local distributor is likely
closer than you think.

Get in touch to learn more!

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