

# Agrines

**AGRONOM CASE STUDY,  
BREWERIES**





## **DUŠKO MIJIĆ, DIRECTOR**

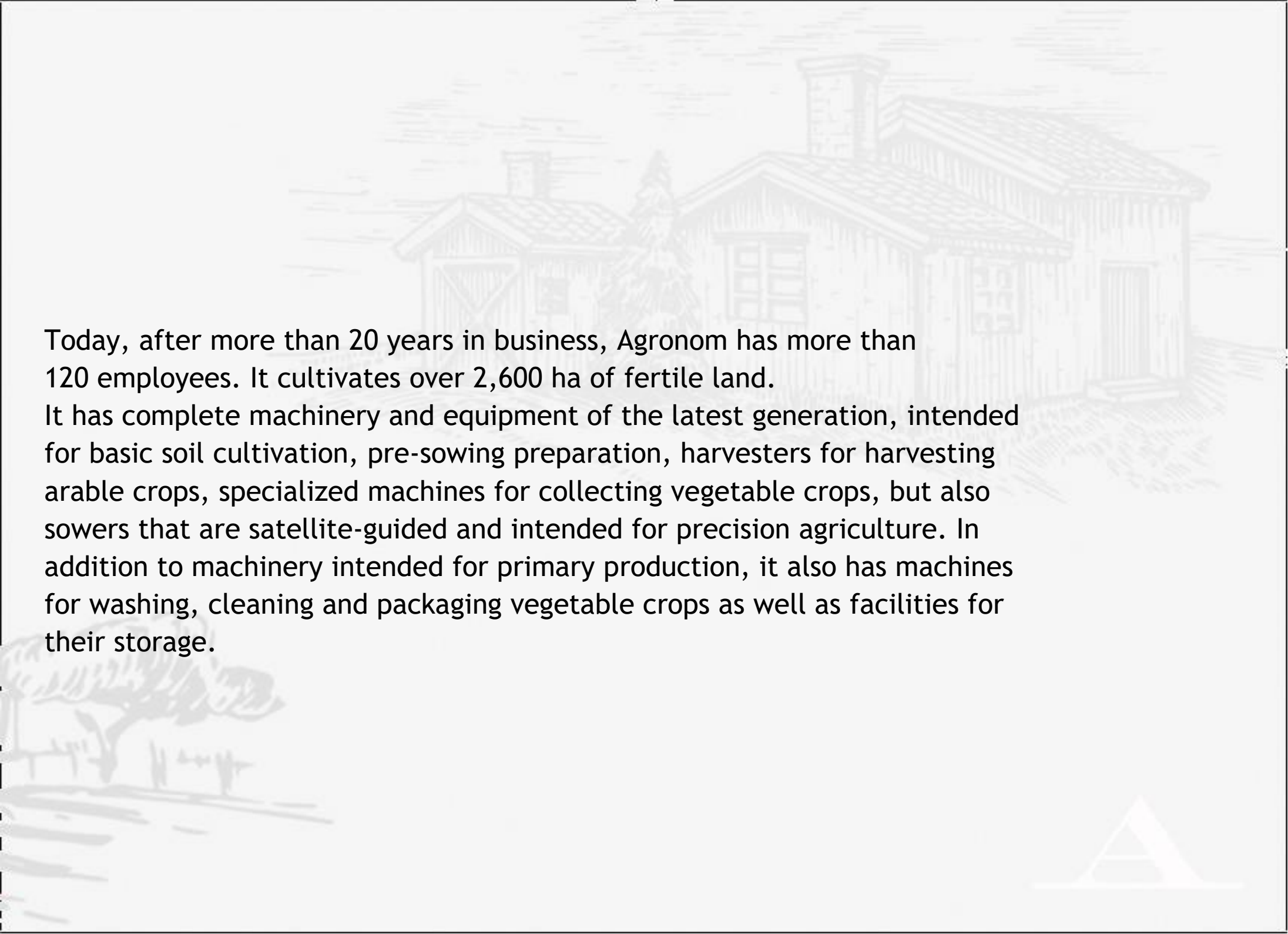
*“Innovation and looking to the future is what drives us in our business, the market is changing every day, and the Agrines app helps us and our collaborators advance.”*



## SUMMARY

Agronom was founded in 2001 as a family business. It developed for many years, and today it has grown into a leading company in agriculture in the South Bačka region. Agronom, together with its collaborators and customers, is one of the leading manufacturers, purchasers and organizers of agricultural production in Serbia. Also, the company is engaged in the sale and distribution of plant protection products, seeds, artificial fertilizers as well as equipment intended for agricultural production with the professional support of its team.

- Founded in 2001
- Over 2,600ha of land
- More than 120 employees
- Global G.A.P. certificate
- HCPP standard
- ISCC certificate



Today, after more than 20 years in business, Agronom has more than 120 employees. It cultivates over 2,600 ha of fertile land. It has complete machinery and equipment of the latest generation, intended for basic soil cultivation, pre-sowing preparation, harvesters for harvesting arable crops, specialized machines for collecting vegetable crops, but also sowers that are satellite-guided and intended for precision agriculture. In addition to machinery intended for primary production, it also has machines for washing, cleaning and packaging vegetable crops as well as facilities for their storage.



## CHALLENGES AND NEEDS OF THE CLIENT

Agronom is a company that has recorded intensive growth and development since its inception. One of the reasons that for this is the vision of how a serious company should operate and treat all its partners. For Agronom, it all starts with building a serious cooperation and partnership relationship with each farmer. Vision of the future and vision of what agriculture will look like in the next 10-20 years, Agronom has decided to start cooperation with the Agrines team and the introduction of tools in daily cooperation with collaborators.

Agronom has, in the process of its long-standing cooperation with collaborators, perceived the need to communicate and exchange information with its collaborators much faster and more efficiently. Communication channels (SMS, email, calls) are too slow, there is a lack of timely information on supply and demand, as well as a lack of a more intense connection with the manufacturers themselves. The Agronom team found the solution in the Agrines tool modules.

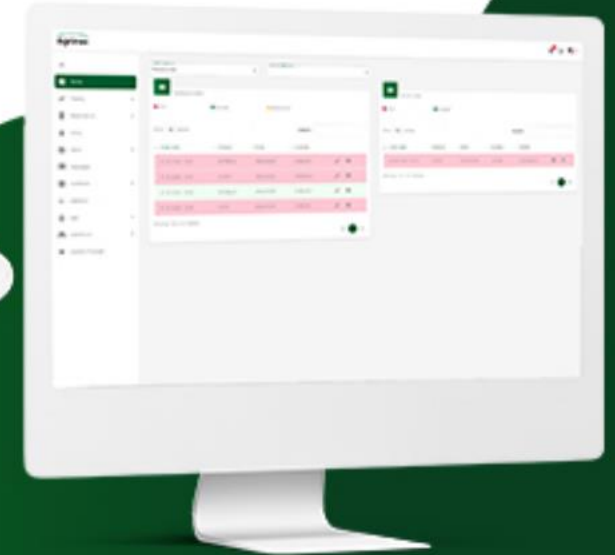


# MODULES MOST USED

The Agrines tool contains modules for:

1. supply and demand
2. provisions
3. news distribution
4. communication with collaborators
5. statistics

In its business, Agronom relies mostly on the **supply and demand** module in order to trade with its collaborators in real time; the module for **communication** with collaborators that enabled rapid exchange of information with a large number of collaborators; as well as a **news distribution** module that gives collaborators access to important news from the world of agriculture that are of great importance to collaborators.





## BENEFITS FOR THE CLIENT

What is most noticeable after the introduction of Agrines tools in everyday work is that commercialists do the same job in much less time, which leaves them room to devote themselves to other obligations. Also, the effect of the coverage of the cooperation and the volume of information that can be provided is significantly greater. By using the Agrines tool, the improvement of results is not only recorded by commercial companies, but indirectly by other sectors, such as agronomists, which increases the satisfaction of collaborators, including Agronom as a company.

Agrines accelerated the process of trading and communication with collaborators, increased profits thanks to faster and more efficient communication, and allowed the management more control. Today, when using the Agrines tool, Agronom uses its resources more efficiently, the job of negotiating is facilitated, while on the other hand, and most importantly, the relationship with farmers is further improved.



*"Agrines is an easy-to-use tool, which saves us time and human resources, while raising the quality of our service and speed of access to the entire cooperation."*

**Duško Mijić, Director**



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