

DATA ANALYTICS

CUSTOMER STORY

# Brazil's farmers harvest benefits of data

Qlik data analytics supports leading agricultural co-operative in digital transformation





“Qlik has an important part to play in the digital transformation that will help us build a new Castrolanda for the next generation. If we do not transform the business to address the technology needs of younger people, we may lose their membership.”

Marcio Copacheski, Shared Services Center Manager, Castrolanda

### Need to unlock a wealth of information

In the world of contemporary farming, sitting at a computer keyboard can be as important as sitting behind the wheel of a tractor. This is a highly challenging industry where making sound decisions based on data analysis and business intelligence can be the difference between success or failure.

One powerful organization working to progress farming's digital transformation is Brazilian agricultural co-operative, Castrolanda. Founded in 1951, Castrolanda now has 1,000 farming members and 3,000 employees. It includes 36 business and industrial units across 20 cities in the states of Paraná, São Paulo and Rio de Janeiro.

Every member has a vote on the General Assembly, which elects a board which runs the daily business. Members pay for a host of agricultural and technical advisory services aimed at enabling them to trade to their full potential. There is also a fidelity agreement where members' products are sold to Castrolanda, which adds value and re-sells them at a profit. Operations include potatoes, corn, wheat, beans, beer, and a new energy business, but the two largest Castrolanda industries are milk and meat. Castrolanda specializes in pork, of which 30% is exported, and members supporting the milk business produce one million liters per day.

Castrolanda started by purely selling its farmers' products and then began to add value, producing its own brands and snacks, and selling to organizations such as multinational food company, Danone. Revenue has tripled over the last 10 years and the organization is now in a challenging third phase which is to take on the retail sector.

### Solution Overview

#### Customer Name

Castrolanda Cooperativa Agroindustrial

#### Industry

Agriculture

#### Geography

Brazil

#### Function

Supply Chain Management, Sales

#### Business Value Driver

Customer Intelligence, Reimagined Processes

#### Challenges

- Transform from a physical organization into a digital co-operative
- Aggregate all data to make it available for analysis and business insights
- Educate staff and members in the use of data and provide them with DIY access

#### Solution

Castrolanda uses Qlik Sense for data analysis and Qlik Continuous Classroom for training. Data will be made available to staff and members on Qlik Sense which will support self-service BI.

#### Results

- Members will have access to business insights on their own devices from their own homes or farms
- Digital transformation will change the organization's image and help it retain younger members
- The ability to effectively analyze data will support better decision-making, success and profitability

## Importance of self-service digital access

Castrolanda's expansive business has generated a wealth of data to be potentially leveraged by members.

"We have technical support people, agronomists and veterinarians who go to the farms every week and give advice on the management of milk production, disease and pest control, and climate, among other things," says Senior BI Analyst, Cesar Accardi. "We have lists of herbicides, fungicides, insecticides, fertilizers, seeds and everything related to the daily activities of the farmers. All of this information can be used as a tool for decision-making but at the moment, it's a universe of unstructured data."

Not only is the data unstructured but it is also difficult for members to access.

"Everything has to be done in person," says Shared Services Center Manager, Marcio Copacheski. "Members must physically come to the co-operative to access services and products because our data portal is too inefficient to provide solutions in a digital way."

Castrolanda's challenging vision is to bring structure to the data, give all members self-service digital access and educate them on how to use Qlik to gain business insights.

## Training in data literacy

BI Supervisor, Joao Miguel Valdeiros says: "We need a digital transformation that will give our members access to the information in their homes, on their phones and tablets. Castrolanda is moving decisively into a new era and we think that Qlik can help us with this transformation."

Castrolanda was first introduced to Qlik by data analytics specialist Target Soluções whose Director, Robert Galli Natal comments: "Target Soluções, a reseller and Qlik partner for 14 years, introduced Castrolanda to Qlik in 2014 and since then we have developed a very productive partnership. At Target Soluções we aim to promote data literacy and benchmarking for our clients, and the Castrolanda analytics team's determination to increase their knowledge has made a significant difference."

Castrolanda now uses Qlik Sense for data analysis and also plans to offer a paid service direct to individual farms for data literacy training, incorporating both Qlik Continuous Classroom (QCC) and Target Soluções training.

This will show farmers how to use Qlik Sense. With its mobile-friendly access, Qlik Sense will underpin self-service BI for thousands.

## Serving the technology demands of the younger generation

This data transformation with Qlik is not only to add value to members; it is also necessary for Castrolanda to grow its membership levels.

"We are in the third generation of members," says Copacheski. "Most of them came from the Netherlands in 1951. The first generation love the way we operate at the moment. They love to come to our co-operative and talk together. The second generation are now managing the businesses, but the third generation haven't adopted the same ways of doing business. Their message is that we have to evolve and transform Castrolanda digitally or they will cease to be members."

## Reaping the benefits of a lucrative market

Castrolanda had intended to launch the digital transformation vision at the annual Agroleite Show, a huge agricultural event that is now in its twentieth year and regularly attracts 75,000 visitors. However, the 2020 event had to be canceled because of the COVID-19 pandemic. Now, the Qlik solutions will be showcased at smaller events and workshops.

"Right now, we are working closely with our business areas to help them use Qlik Sense for self-service BI," says Accardi. "We will then introduce our members to Qlik Sense and develop a portal that will enable them to access it from their farms. The profile of our members is changing, and we need to change as well. With Qlik we will embrace more technologies and become a digital co-operative, not just a physical co-operative."

Looking to the future, Castrolanda plans to create a data warehouse and a data lake where it can aggregate its own business information with data from members' farms. It will also hope to continue its Qlik education on features such as Machine Learning, the Cognitive Engine, Augmented Intelligence, Internet of Things (IOT) and Qlik GeoAnalytics.

In 2018, agricultural production in Brazil amounted to 343.5 billion Brazilian Reals (US\$60.06 billion). Castrolanda's digital transformation aims to give farmers a bigger share of this lucrative market because, like all co-operatives, its own success depends on the success of its members.

## The keys to success



**1,000**

members of  
the co-operative



**3.5 billion**

revenue in  
Brazilian Real

“We have a lot of information and we have to organize it into a decision-making tool for our farmers. Qlik is our biggest partner for data analysis and an integral part of this digital transformation.”

Joao Miguel Valdoeiros, BI Supervisor, Castrolanda



### About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik provides an end-to-end, real-time data integration and analytics cloud platform to close the gaps between data, insights and action. By transforming data into active intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

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