



## Generative AI and Vision-Guided Robots, Among Winners at the AgriTech Innovation Awards 2025

The most prestigious awards for innovation in the agricultural sector, held during Expo AgriTech 2025, recognized projects by Repsol Empresas, Hispatec, Agrikola.AI and Grodi

**These awards aim to recognize companies that are leading the way toward more modern and sustainable agriculture**

Madrid, November 3rd, 2025. – On Wednesday, [Expo AgriTech 2025](#), the largest technology fair for the agricultural sector, hosted the most prestigious awards recognizing innovation in the agricultural sector: the **AgriTech Innovation Awards 2025**. With 164 entries submitted, the competition highlighted the strength of the digital ecosystem for the agri-food sector and the progress farms are making to improve their competitiveness.

The **Deutz Fahr Award for Best Industrial Product for Field Productivity** went to **Ground Improver**, by Rescaype, a water-soluble polymer that improves soil structure, increasing water and nutrient retention for healthier plant growth. The 100% electric autonomous vehicle that performs agricultural tasks without human intervention, reducing costs, emissions, and labor dependency, powered by Mula Autonomus, and AgriTracker, a modular system that helps generate energy thanks to its solar panels, while protecting crops from inclement weather, developed by Intecsa Solar, were finalists in the category.

**Hispatec** won the **Cajamar Award for Best Field 4.0 Solution** for its Margaret PA system, a generative AI that simplifies access to information on fruit and vegetable production from WhatsApp, making administration easier. The finalists in this category were Solinftec, for its autonomous robot and SaaS platform, which plans operations between machines, monitors insects and weeds, analyzes soil health, and mediates plant nutrition to make better decisions; and Wisecrop, which developed an operating system that integrates crop, machinery, and management data into a digital ecosystem with the aim of improving business strategy.

The **AgroBank Award for Best Sustainable Agricultural Operation** went to **Agrikola.AI** for its crop protection service, which uses autonomous machinery and a cloud-based system to eliminate chemical pesticides through ultraviolet radiation technology. Finalists included Parcitank with its LIFE project, which promotes vertical farming in controlled environments, allowing year-round vegetable production while reducing the carbon footprint; and Hortifrut, for promoting regenerative practices in blueberry cultivation, restoring soil health and promoting biodiversity.

The **Andalusian Regional Government Award for Best Agricultural Use of New Technologies** was awarded to **Repsol Empresas** for its biopropane burning machine for weed control in organic farming. Finalists included Analyticae, for its smart crop planner that forecasts production based on demand and historical data; and Vitto AgTech, for its AI platform

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connecting digital initiatives, farms, and agricultural organizations to facilitate the adoption of new techniques and technologies.

Finally, the **La Vega Innova Award for Best Agritech Startup** went to **Grodi** for its autonomous greenhouse robot with artificial vision that detects pests, estimates yields, and assists with harvesting, increasing profitability and sustainability. The finalists in this last category were Evacold, a company that acidifies irrigation water with CO<sub>2</sub> from the air, optimizing pH and reducing fertilizers, generating carbon credits; and Foodimental, for its biological solutions with fungi that extend the shelf life of fruits and vegetables, minimizing post-harvest losses and the use of chemicals.

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**Expo AgriTech (October 28th-30th, 2025, FYCMA – Málaga, Spain):** is organized by NEBEXT, a company specialized in professional events focused on innovation and technology transfer such as DES - Digital Enterprise Show, Food 4 Future - Expo Foodtech, HIP - Horeca Professional Expo or Auténtica. Feria del Campo 4.0 is an annual Expo and Congress for the main players in the value chain of the agricultural industry, who are looking for the latest technological solutions, products and services to digitize their farms in order to make them more competitive, efficient and sustainable. The event is supported by the Consejería de Agricultura, Pesca, Agua y Desarrollo Rural de la Junta de Andalucía and European Funds, among others.

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