

John Deere acquires Smart Apply to eliminate overspraying virtually

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Global leader in the delivery of agricultural, turf, construction, and forestry equipment. **Deere & Company** has acquired **Smart Apply, Inc.**, a precision spraying equipment company based in Indianapolis, Indiana.

The company developed the Smart Apply Intelligent Spray Control System, an upgrade kit that can improve the precision and performance of virtually any air-blast sprayer used in orchard, vineyard, and tree nursery spraying applications. Smart Apply helps growers reduce chemical use, airborne drift, and run off, while optimizing high-value crop yields and meeting sustainability objectives. John Deere has worked with Smart Apply since 2020.

Mike Bailey, Director, Small Tractor & HVC Production System at John Deere. "We are expanding a portfolio of solutions to help growers address crucial challenges around labor, input costs, and regulatory requirements, and achieve environmental goals."

Smart Apply's precision spraying helps achieve up to 93% less chemical runoff and up to 87% reduction in airborne drift, while reducing chemical use by an average of 50%. With less chemical use, growers also average a 50% reduction in water use.