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Lindsay adds Brazilian Hose Reel Irrigation expertise through Setorial deal

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The proposed deal adds nearly 30 years of Brazilian manufacturing expertise and complements Lindsayâ??s existing centre pivot and hose reel irrigation businesses



Lindsay Corporation has agreed to acquire Setorial Irrigação, a Brazilian manufacturer of hose reel irrigation systems, in a move aimed at expanding its presence in Brazil and strengthening its position in the global mechanised irrigation market. The transaction, announced on October 26, remains subject to customary closing conditions, with completion expected in the coming months. Financial terms were not disclosed.

The acquisition would add nearly 30 years of Brazilian irrigation expertise to Lindsay's portfolio, expanding its range of solutions beyond centre pivot systems. Headquartered in Limeira, São Paulo, Setorial manufactures hose reel irrigation equipment, sprinklers, motor pumps and systems for water conveyance and effluent application.

Its customer base spans large sugar and ethanol mills, fruit and vegetable producers, cooperatives, smaller growers and family farms, giving Lindsay access to a broad cross-section of Brazil's agricultural sector. "Hose reels are a natural complement to our Zimmatic centre pivots," said Randy Wood, president and CEO of Lindsay Corporation. He added that Setorial's established brand, market experience and understanding of Brazilian growers would help the company serve customers across different farm sizes and production systems.

Expanding irrigation choices for growers

The acquisition would bring together two complementary irrigation technologies. Centre pivot systems typically irrigate larger, relatively fixed areas, while hose reel systems can be moved between fields and deployed in smaller, irregularly shaped or temporary cultivation areas.

This flexibility can be particularly useful for agricultural operations managing different crops, field configurations and water requirements. The two systems can also be deployed alongside one another to meet varying irrigation needs within the same farming operation.

Setorial's product range includes equipment designed to irrigate areas of approximately 25 acres to nearly 200 acres per unit. Its systems serve several crop segments, including sugarcane, where hose reel irrigation can support supplemental water application and the distribution of vinasse, a nutrient-rich by-product of ethanol production.

Using irrigation equipment to apply vinasse can also support nutrient recycling within sugarcane production systems. The potential benefits depend on application rates, field conditions and appropriate nutrient and water management practices.

Lindsay already sells hose reel irrigation equipment manufactured in France under its Perrot product line, which serves European agricultural markets. Setorial would add equipment developed and manufactured in Brazil for local crops, soils, terrain and farming requirements.

The combination could allow Lindsay to expand its reach across Brazil while offering a wider range of irrigation technologies suited to different production environments.

Local operations to continue after acquisition

Following completion, Setorial is expected to retain its existing brand, workforce and manufacturing facility in Limeira. Founder and CEO Diomedes Pellegrini Tamani will continue to lead the business. Lindsay said existing Setorial customers and sales representatives would continue to receive products, spare parts, technical support and warranty coverage.

"We built Setorial with a focus on growers and on the reliability of our equipment in the field," said Pellegrini Tamani. He added that joining Lindsay would provide resources for growth while allowing the company to retain its brand, team and manufacturing base. The proposed deal builds on Lindsay's established presence in Brazil, where it has operated since 2002. It also reflects the company's broader strategy of expanding its irrigation portfolio through technologies tailored to different agricultural markets and operating conditions.

For Lindsay, the acquisition offers a route to deepen its presence in Brazil through an established local manufacturer. The longer-term opportunity will depend on integrating the complementary product lines, sustaining customer relationships and expanding adoption of mechanised irrigation across the country's diverse farming systems.