

Cargill and Goanna Ag Partner to Enhance Irrigation Efficiency in Mississippi Delta

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Cargill and Goanna Ag have announced a new pilot project aimed at improving irrigation efficiency on cotton fields in the Mississippi Delta. The partnership will introduce state-of-the-art technology to optimize water usage, increase crop yields, and reduce environmental impact.

The pilot program will provide a select group of cotton growers in Missouri, Tennessee, Arkansas, and Mississippi with the Goanna Ag GoField® technology. This innovative solution leverages field sensors, satellite imagery, and weather data to provide farmers with precise irrigation recommendations.

Major retail brands have set goals related to water and are increasingly looking to supply chain partners like Cargill for data-backed sustainability solutions. This pilot project underscores Cargill's commitment to helping our customers meet those ambitions to advance sustainable agriculture and water conservation," said Matt Dunbar, managing director of Cargill's cotton business. "By integrating advanced irrigation technology, we aim to bolster the resilience of cotton farming in the Mississippi Delta while conserving one of our most precious resources—water."

"We are excited to partner with Cargill on this important initiative," said Derek Brazda, vice president, U.S. sales and operations, GoannaAg. "Our technology has a proven track record of helping farmers maximize water efficiency and crop yields."

The Mississippi Delta region faces significant challenges related to declining groundwater levels. By implementing more precise irrigation practices, this pilot project aims to reduce water withdrawals and promote long-term sustainability.

This initiative is part of Cargill's global water ambition to restore 600 billion liters of water and reduce 5,000 metric tons of water pollutants by 2030.