

GUY SELA

FERTILIZATION AND IRRIGATION

THEORY AND BEST PRACTICES

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About the Author

Guy Sela was born in 1973, in Rehovot, one of the first agricultural towns in Israel. Mr. Sela graduated, with a BSc. degree from the Hebrew University as an agronomical engineer with specialization and expertise in irrigation, fertilization and water treatment.



His work in large scale, nationally and internationally, enabled him to lead comprehensive research programs on crop nutrition and irrigation using cutting edge agricultural technologies.

Guy spent many years researching and experimenting ways to improve agricultural production and bring progress also to developing countries.

He observed many growers who mainly rely on trial and error and estimation and past experience. He realized that the broad misuse of fertilizers, water and pesticides is a global phenomenon which results in decreased yields, waste, and damage to crops and the environment.

This led him to establish and lead his innovative venture Smart Fertilizer between the years 2008-2017. In 2018 Guy established Cropaia, an ag and water consulting firm, dedicated to knowledge dissemination and in 2019 he founded yieldsApp, a startup company dedicated to innovation in agriculture.

Guy Sela is an internationally renowned speaker in conferences, symposiums and online webinars, which are brought to thousands of growers, has allowed him to share his knowledge, expertise world-wide.

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