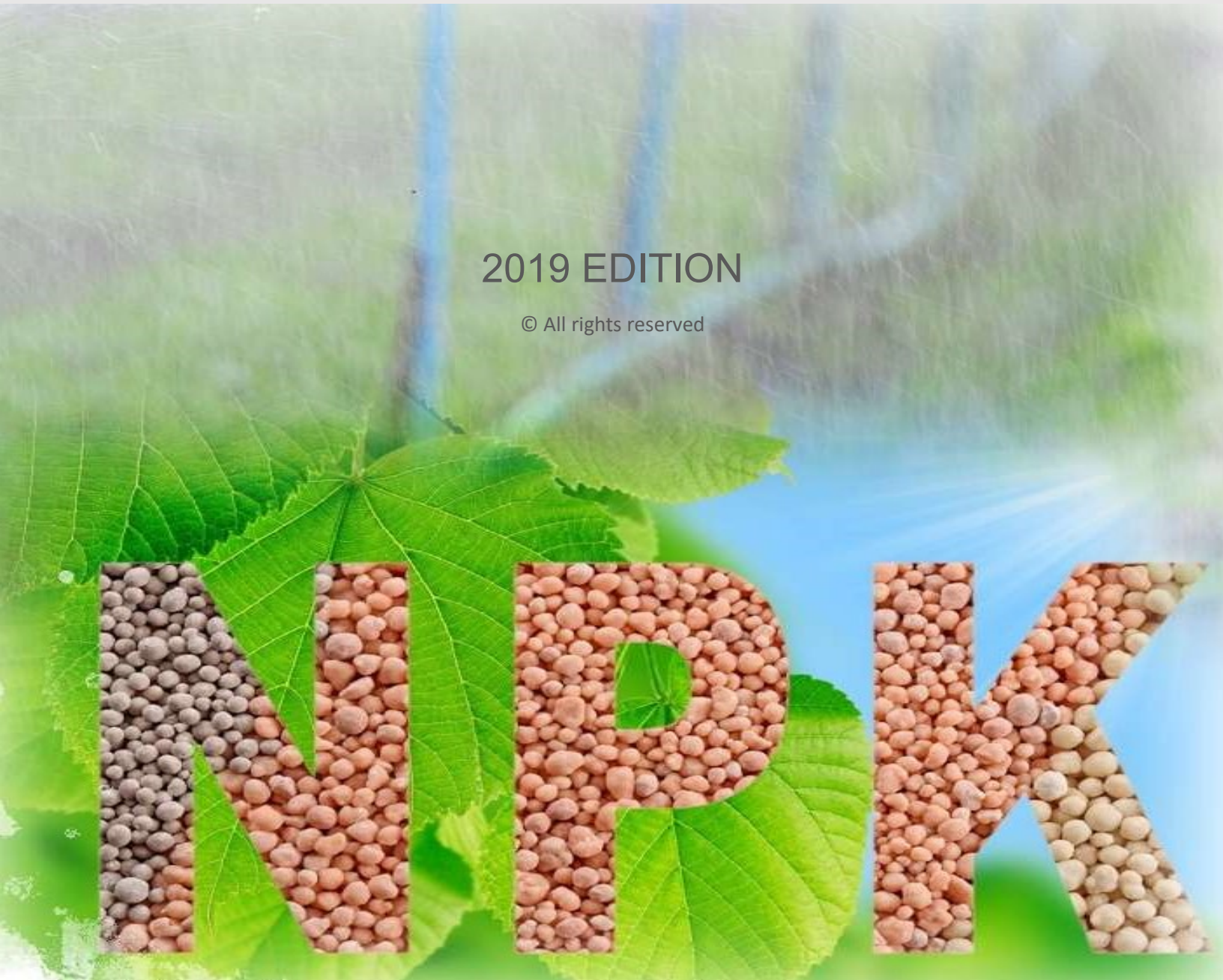
GUY SELA

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 scales, nationally and internationally, enabled him to lead comprehensive research programs on crop fertilization, underwater desalination and cut edge agriculture.

His specialization in plant nutrition is the combination of the vast knowledge in water treatment and agriculture.

Guy Sela observed many growers who mainly rely on trial and error, estimation and past experience, either of their own or of consultants in the industry. The broad misuse of fertilizers and pesticides is a global phenomenon which results in decreased yields, waste, and damage to crops and the environment. This led him to establish his innovative venture Smart Fertilizer in 2008, Cropaia in 2018 and yieldsApp in 2019, all are start-up companies that are dedicated to innovation in agriculture.

Guy Sela is a internationally renowned speaker in 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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