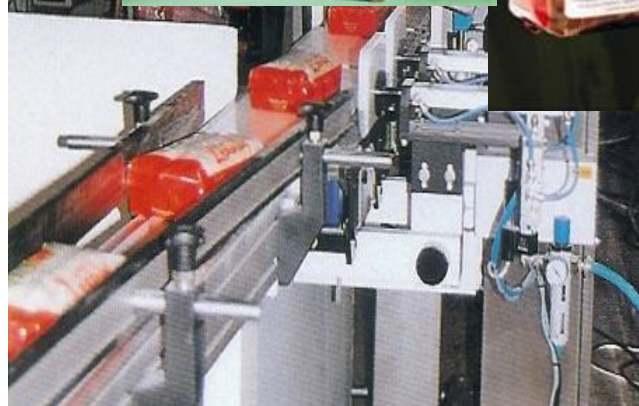




# Orivárzea – Nature of Rice









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**1997 - Foundation da Orivárzea**

**1999 - Lagoa das Donzelas - Dry & Storage**

**2000 – Rice Mill Bom Sucesso**

**2000 – Dry and Storage unit -Marecos**

**2002 - Integrated produccion / Certified  
ISO e Haccp**

**2002 – Up Grade Rice Mill**

**2003 – 12 Harvest Machines**

**2003 - SNAA**

**2004 – Redução N to Aquíferos**

**2004 – Produce Rice**

**2004 – Production / Seed Multiplier**

**2006 – Begin new Agroindustrial unit  
and Prepared IGP; Babyfood; Rice  
flour– Exportation**

**2008 – Unit Storage Pesticides**

**2008 – 1º Aromático Portuguese Rice**

**2010 – Conclusion da Nave Industrial**

**2010 – New Dryer in Marceos**

**2010– IGP**

**2011 – New rice mill**

**2011 – Plus 4 silos 8.000 t**

**2012 – Frized rice**



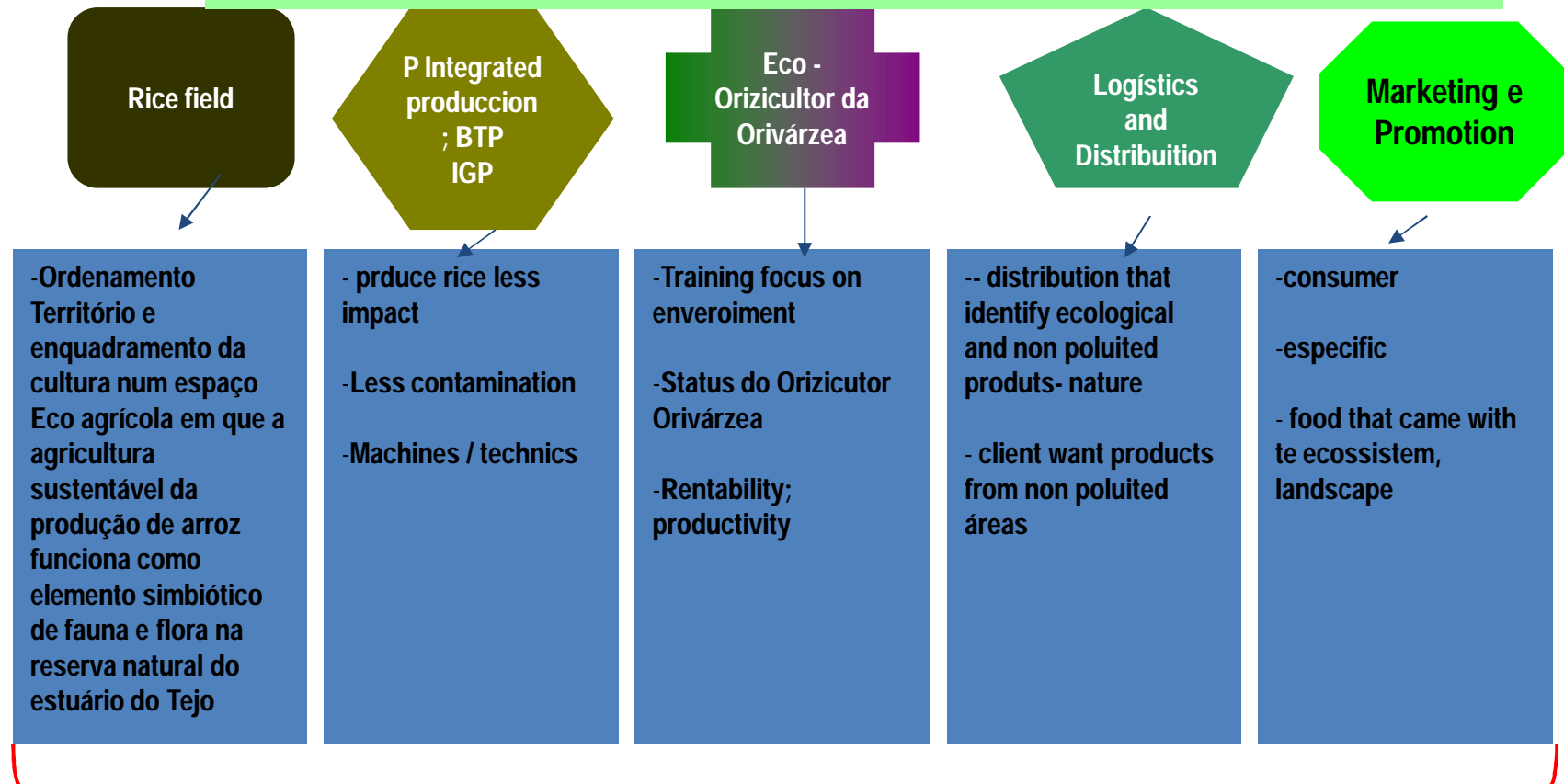


# Orivárzea in Present

1. **5400 ha ;**
2. **27 % Nacional Production;**
3. **19 % PT Rice Área;**
4. **45 % Rice Área Ribatejo;**
5. **Biggest PT Individual 930 ha;**
6. **41 Stake Holders ( 90 % exclusive rice farmers )**
7. **2 Station Dry and Storage ; 40.000 t**
8. **1 Rice Mill;**
9. **PI ; BTP; Certified Produt; IGP;**
10. **Business Volum 2011 – 16 M €;**



## Management of Rice in Orivárzea



**Arroz with diferentiation ; Qualified, safefood**  
**- Add value-**





It consists on the use of information referenced with the objective of perform a management differentiated of the factors of output through the integration of several technologies.

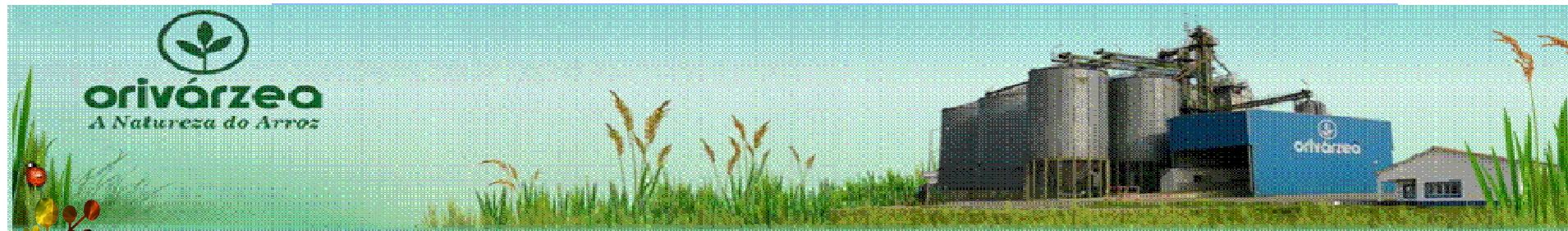
**Referenced** – Position or individuo.

**Differentiated** – Treat different that that is different.

**Technologies** - is a term that involves the scientific and technical knowledge and the tools, trials and stuff created and/or utilized from knowledgement







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*A Natureza do Arroz*

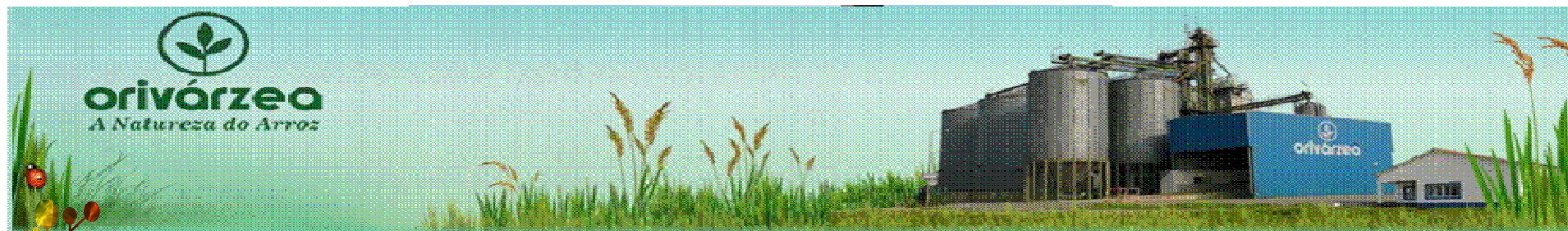


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6. 25. 2007 18:01





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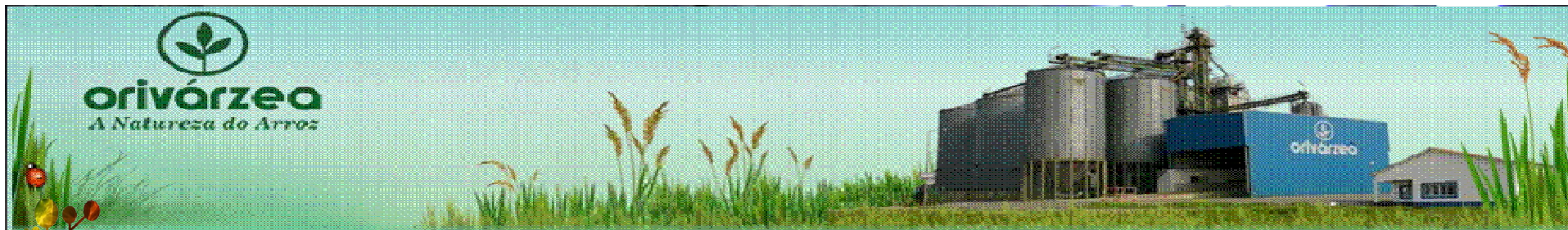












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# Introdução harvest machines

## Introdução of the assembly of monitorização of the performance in the harvest machines CX840, TX66 and TC56

- Yield sensor.
- Moisture sensor.
- Mapping anten.
- Software

With these elements we are able to be carried out the mapping of the performance of the lands mowed, with the objective of prosecute the facts collected subsequently in the computer and be able to conclude regarding the subsequent actions about the lands worked (corrections maps achievement, fertilized, etc.).

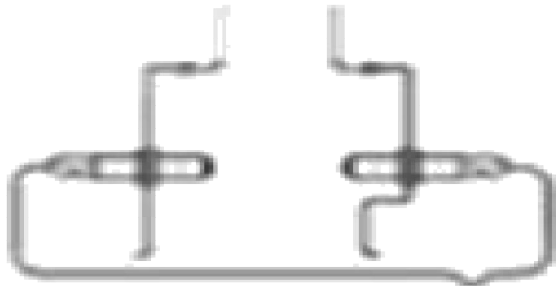




# Sistem for TC56 and TX66

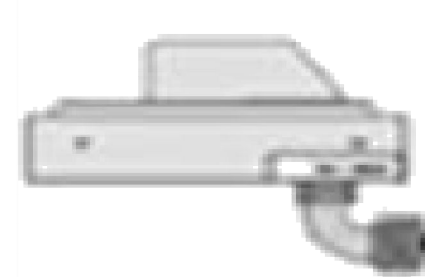
## Yeld sensor:

The sensor of performance is of the optical kind, and is situated in the elevator of grain I clean. For it carry out the measurement, emits a ray of light through the elevator, giving rise to a value of performance of the stuff that passes through the even



## Moisture sensor:

It put under the grain discharge endless amount I clean in the teigão. So much the sensor of performance as the sensor of humidity are going to be calibrated for each cultivation.





## 2. Sistem for TC56 and TX66

**NH162**

### **Monitor Ceres 8000i:**

For the viewing of the parameters of performance and of humidity, is necessary get on the berth the monitor Ceres 8000. I included a card of memory SD of 1 GB for the discharge of facts.

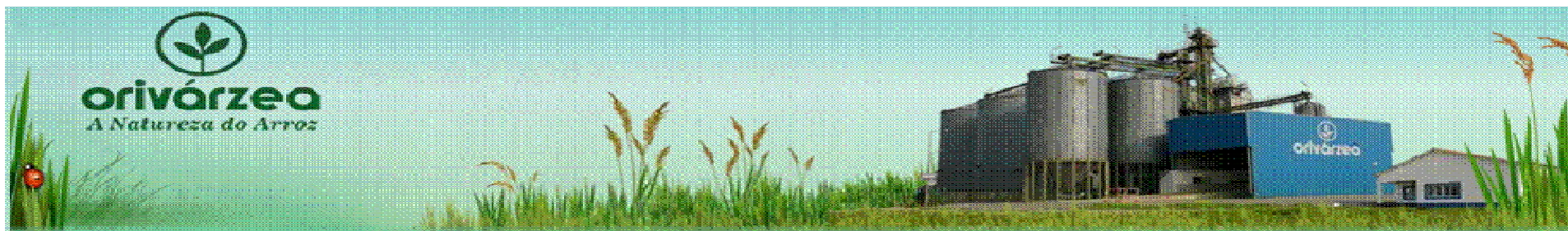


### **Mapping DGPS Antenna:**

This antenna with differential correction by means of GPS acts like antenna and as receiver has 12 channels, foresees differential correction EGNOS, with the which is necessary no kind of inscription.



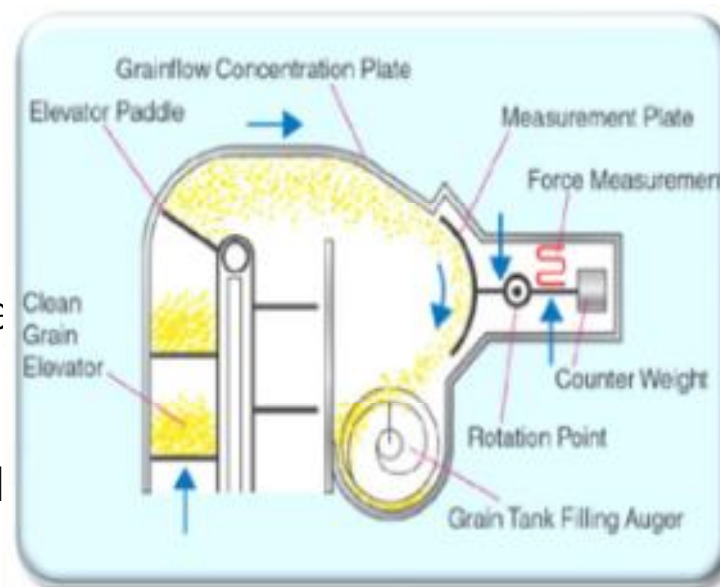




## Sistem for CX840

### Yeld sensor:

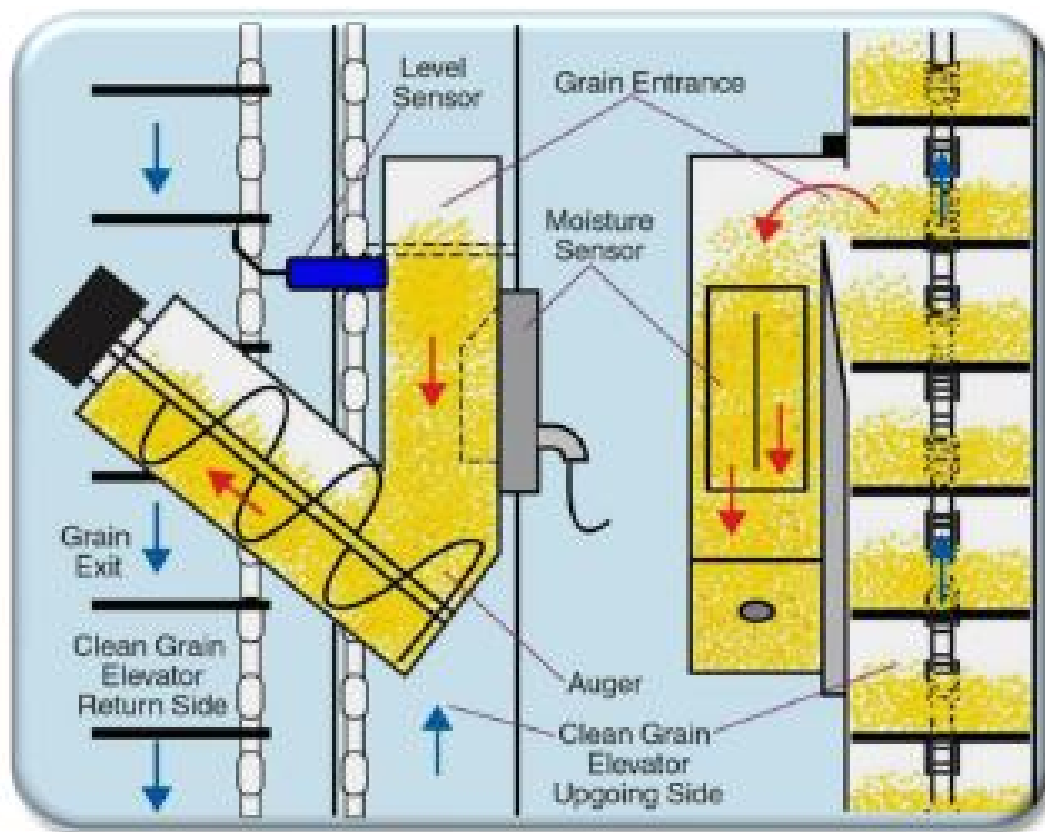
- This sensor of performance is of the kind "of impact". It is situated in the breaks final of the elevator of grain I clean. When the grain arrives to this point, "beats" in a plate of pressure that carries out the measurement of the performance. This sensor only has in count the present grain (not the light particles as powder and short straw that can be in the sample), by what the measurement is more necessary that a sensor of optical kind. It is barely necessary a calibration by campaign, being this valid for all kinds of cultivations.



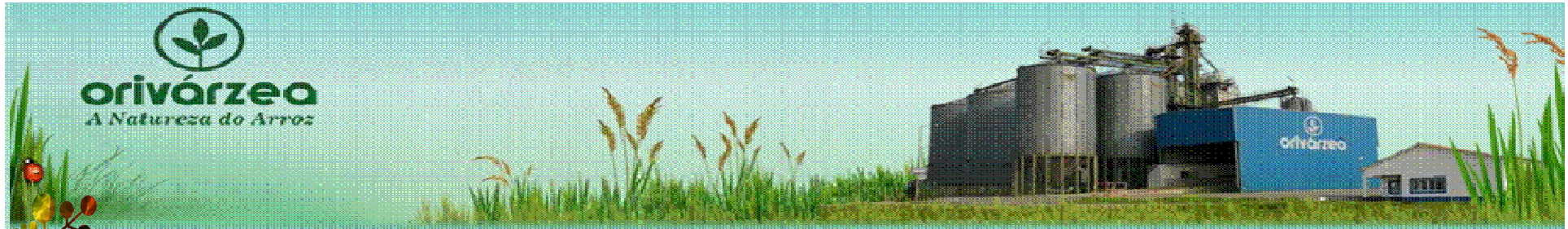




- It is put in the elevator of grain I clean, measures the value of existing humidity taken about a sample that is renewed periodically. It is necessary calibrate the sensor for each culture reaped.



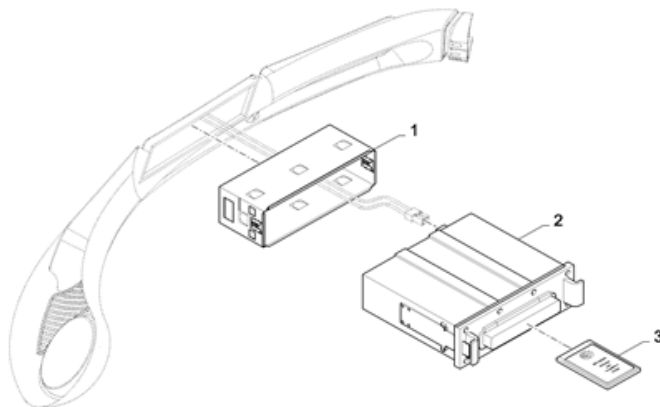




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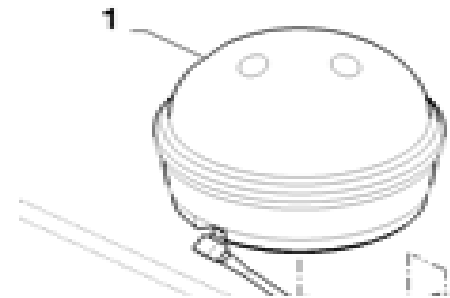
## Data Logger:

This device permits store us all of the facts of the sensors of performance and humidity georeferenciados to each coordinate GPS. This register of facts I included a card PCMCia for be able to pass the information obtained in the field for the computer.



## NH134 Mapping DGPS Antenna:

This antenna with differential correction by means of GPS acts like antenna and as receiver has 12 channels, supplies differential correction EGNOS, with the which is not necessary no inscription.

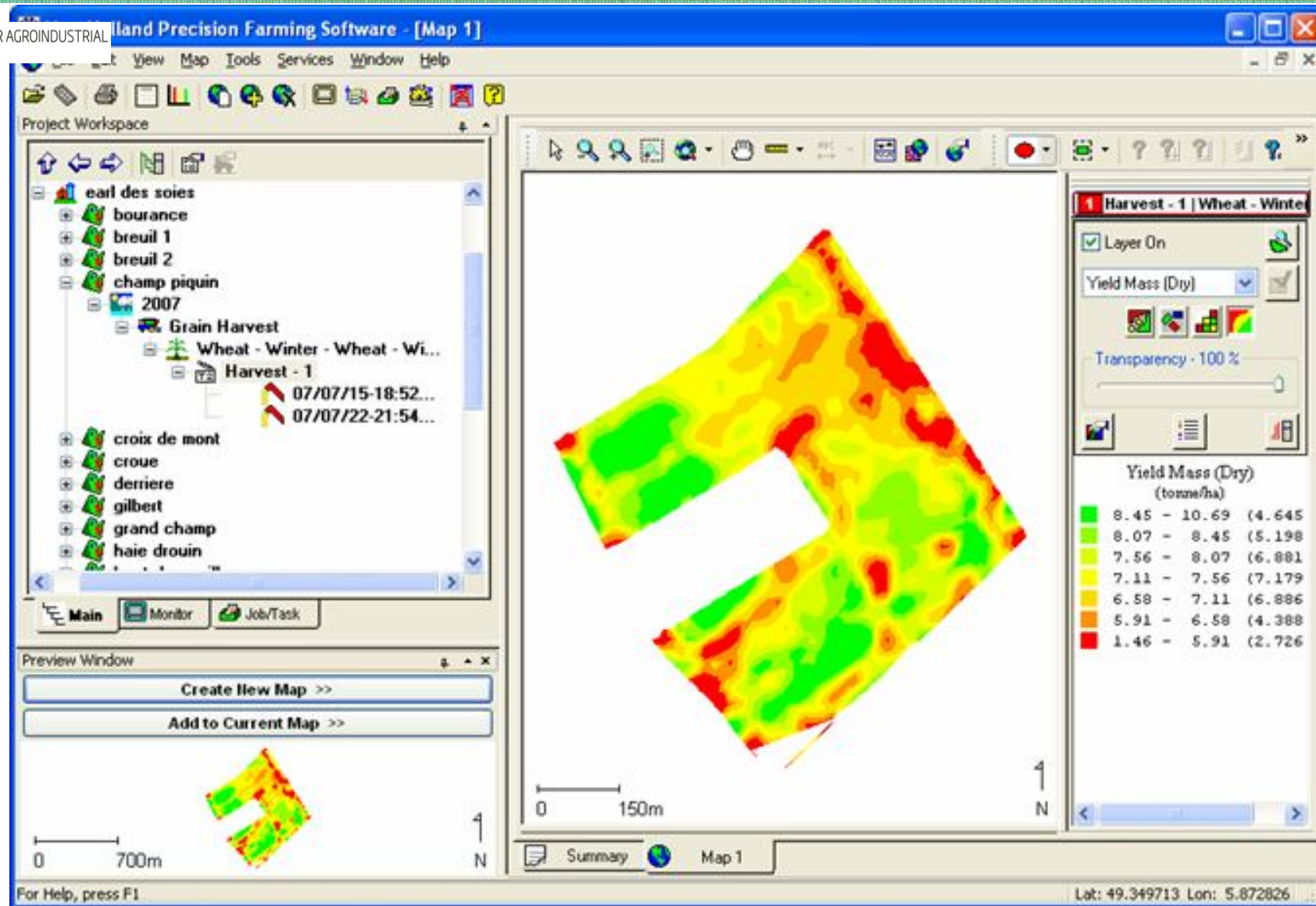




# Precision Farming Software



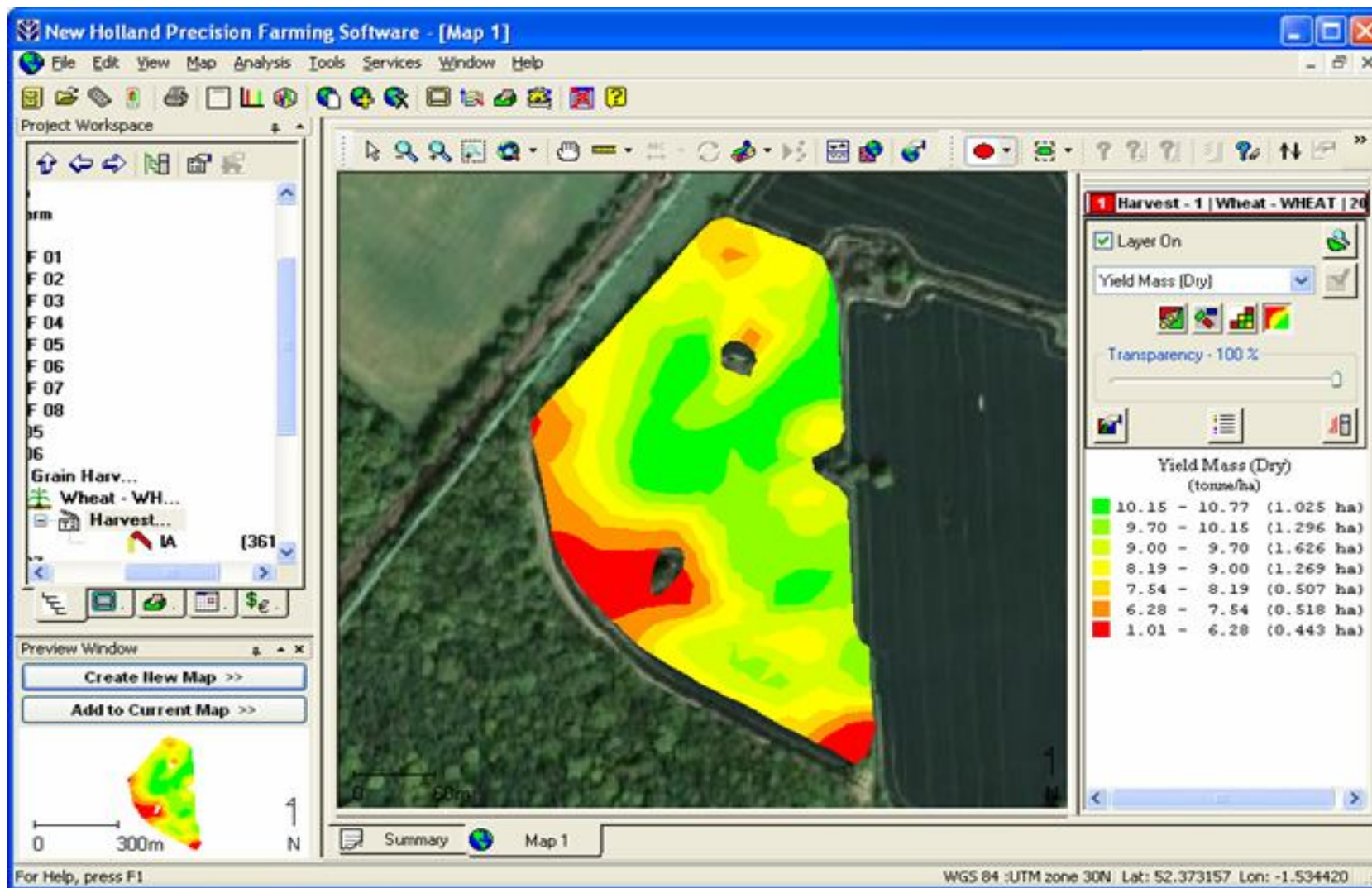
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# Precision Farming Software



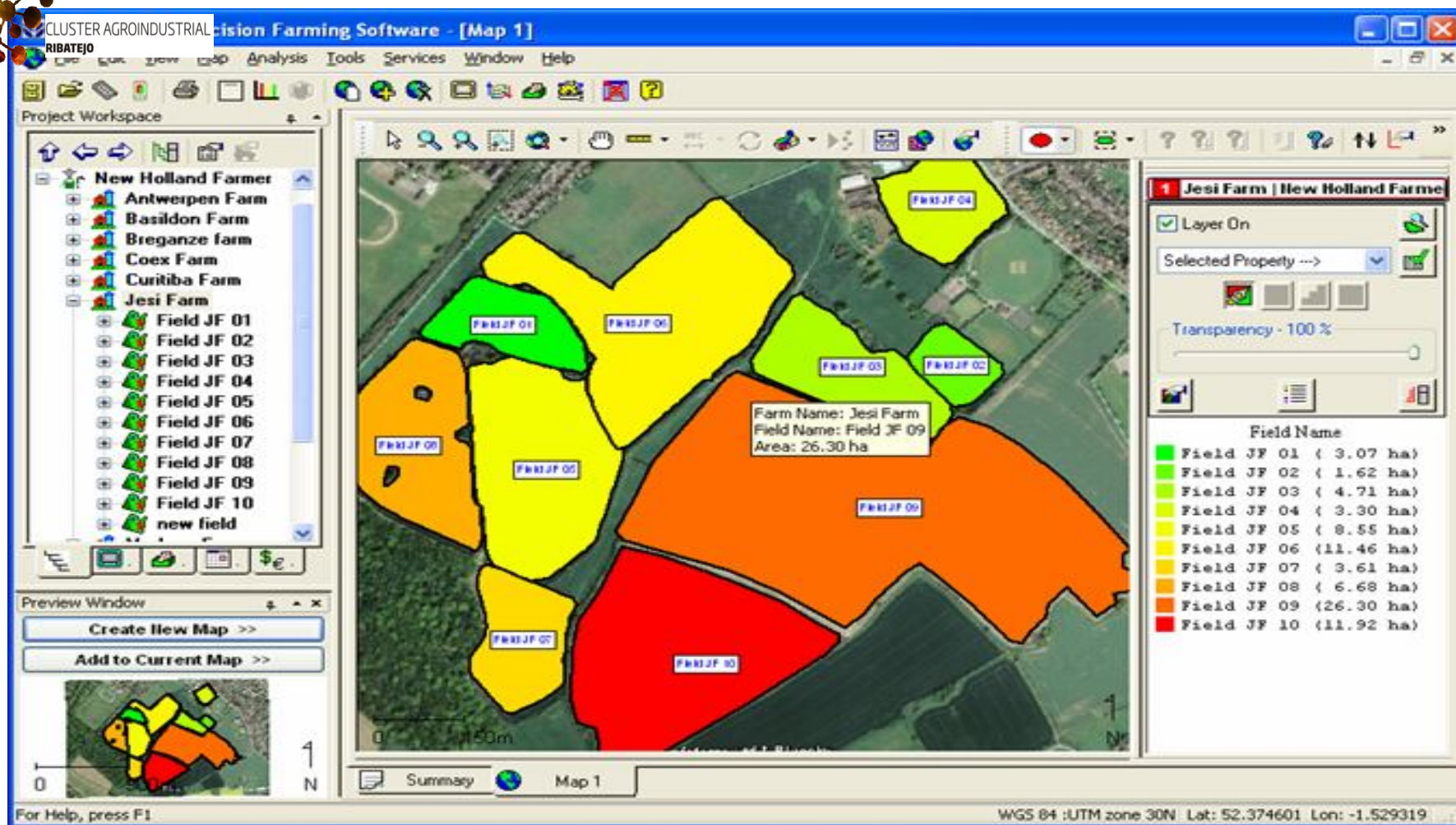
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# Precision Farming Software

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orivárzea  
A Natureza do Agro

# Precision Farming Software



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New Holland Precision Farming Software - [Map 1]

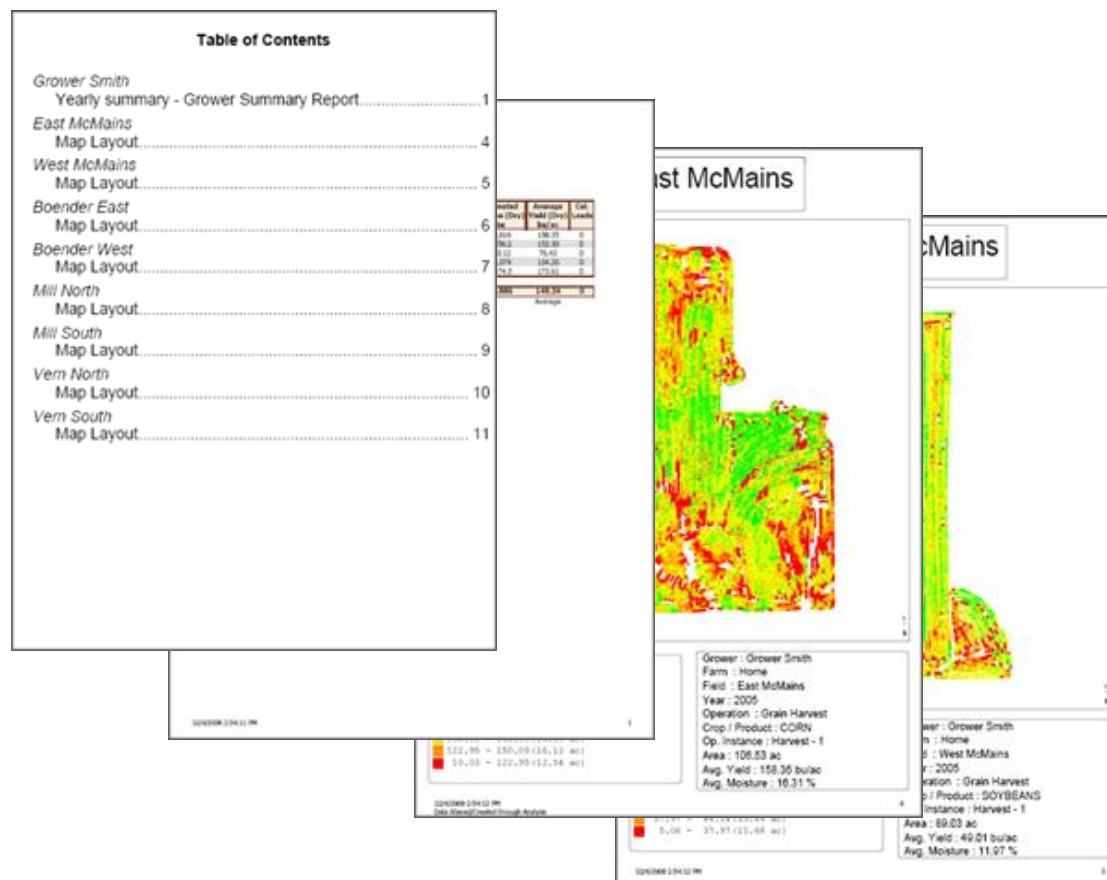








**Booklet Printing is going to create information**  
**personalized about its land activity.**







# Remot sensors

- The case that will be presented often is associated to the project "arsénio in rice" developed between the University of Évora (School of Sciences and Technology) and the Rice Producers Association Orivárzea. Precision Agriculture group of the ICAAM-ASC



# Average Resolution

Spatial resolution: 30

Ghostly resolution: 7 multi-ghostly bands (blue; green; red; Infrared near; Infrared medium; Thermal; Infrared medium) Resolution Storm: 16 days





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## Série multitemporal Landsat TM - rice fields (2011)

19/05

04/06

06/07

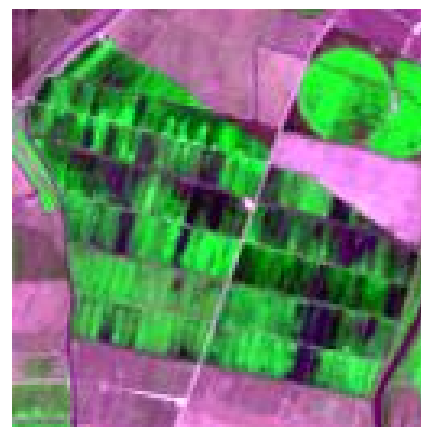
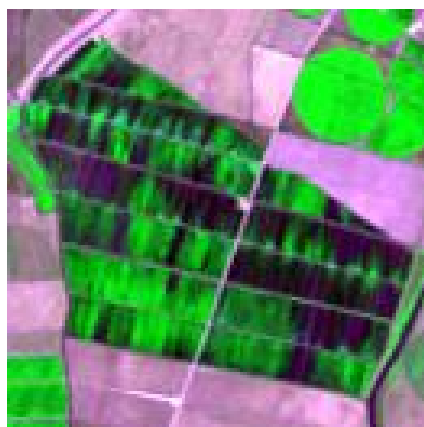
22/07



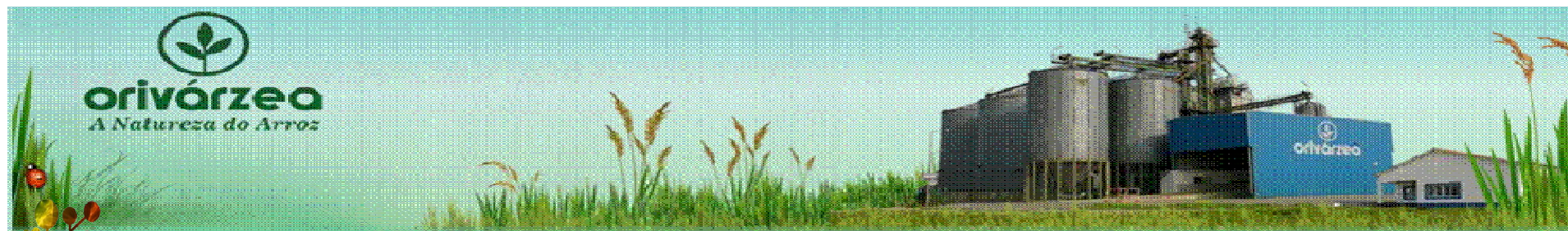
07/08

23/08

24/09

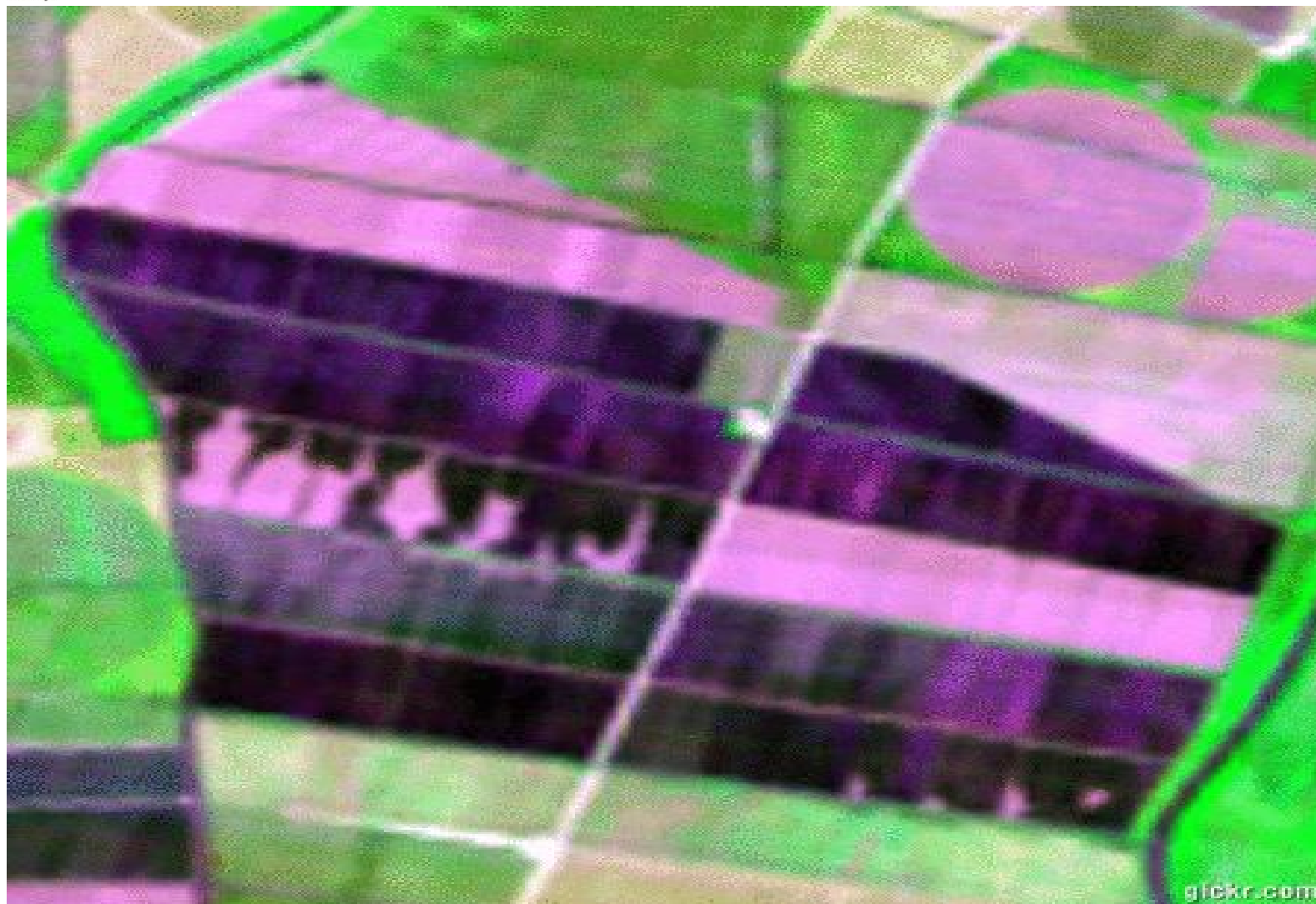


Composição colorida falsa cor – RGB –b3b4b2

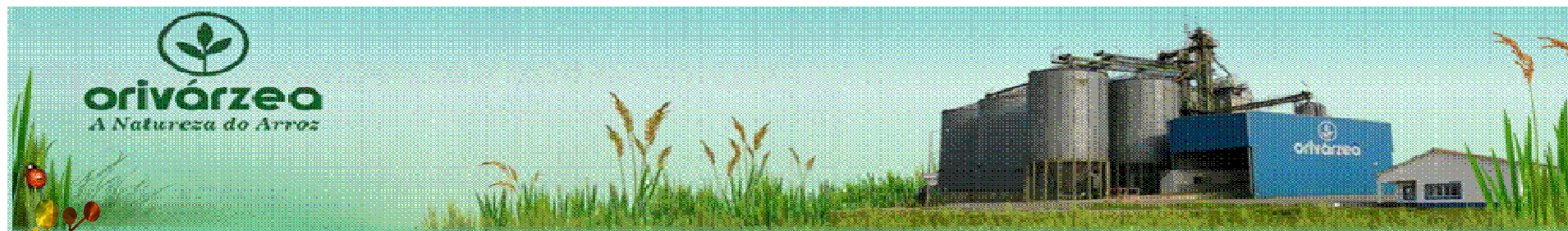


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## Animação multitemporal







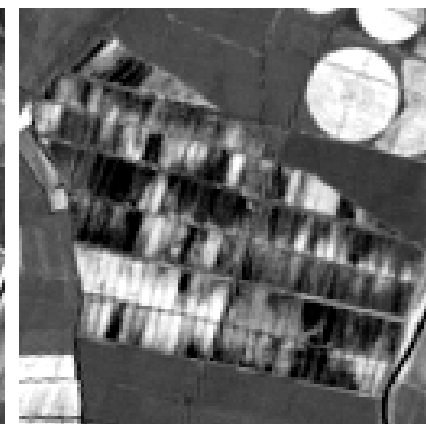
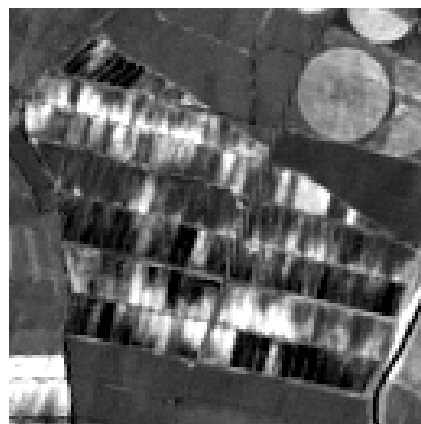
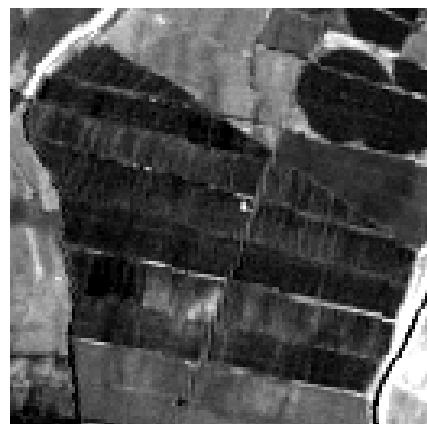
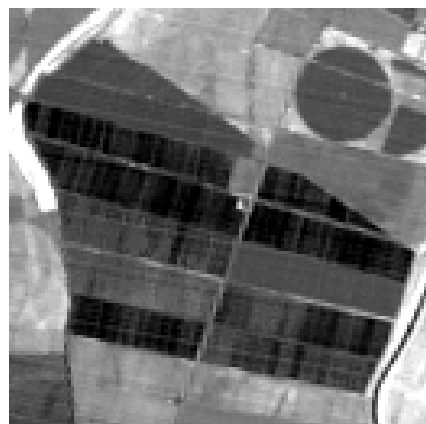
## NDVI multitemporal

19/05

04/06

06/07

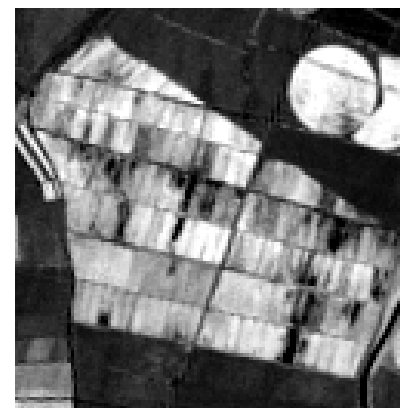
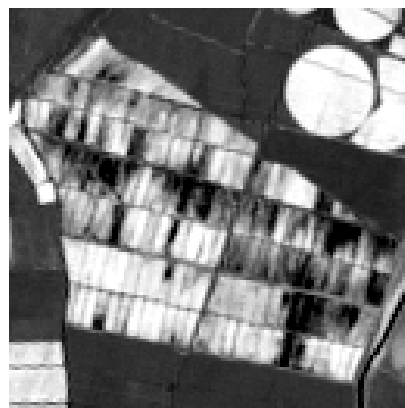
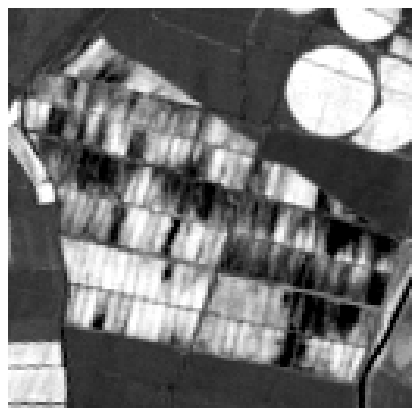
22/07



07/08

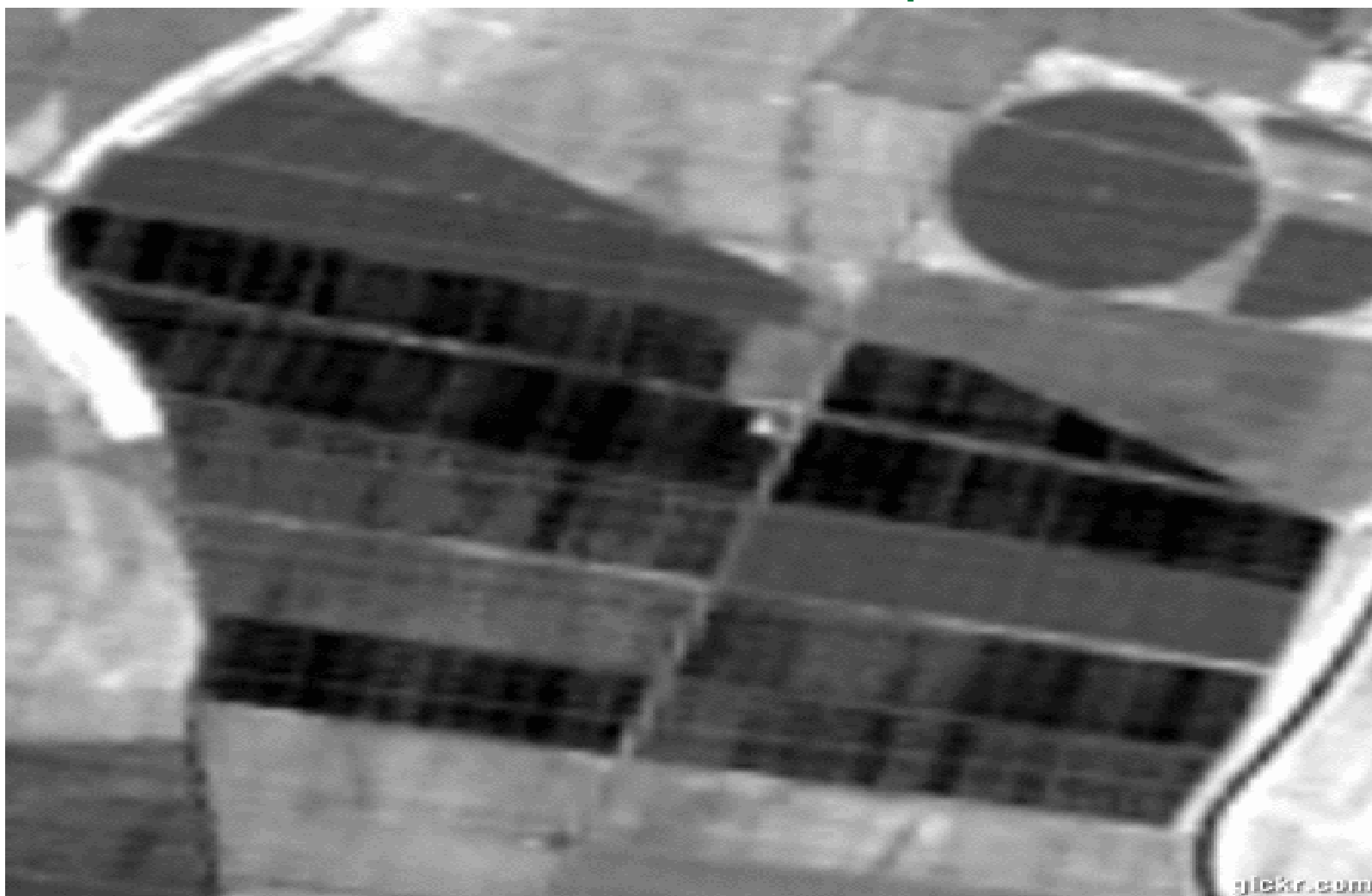
23/08

24/09





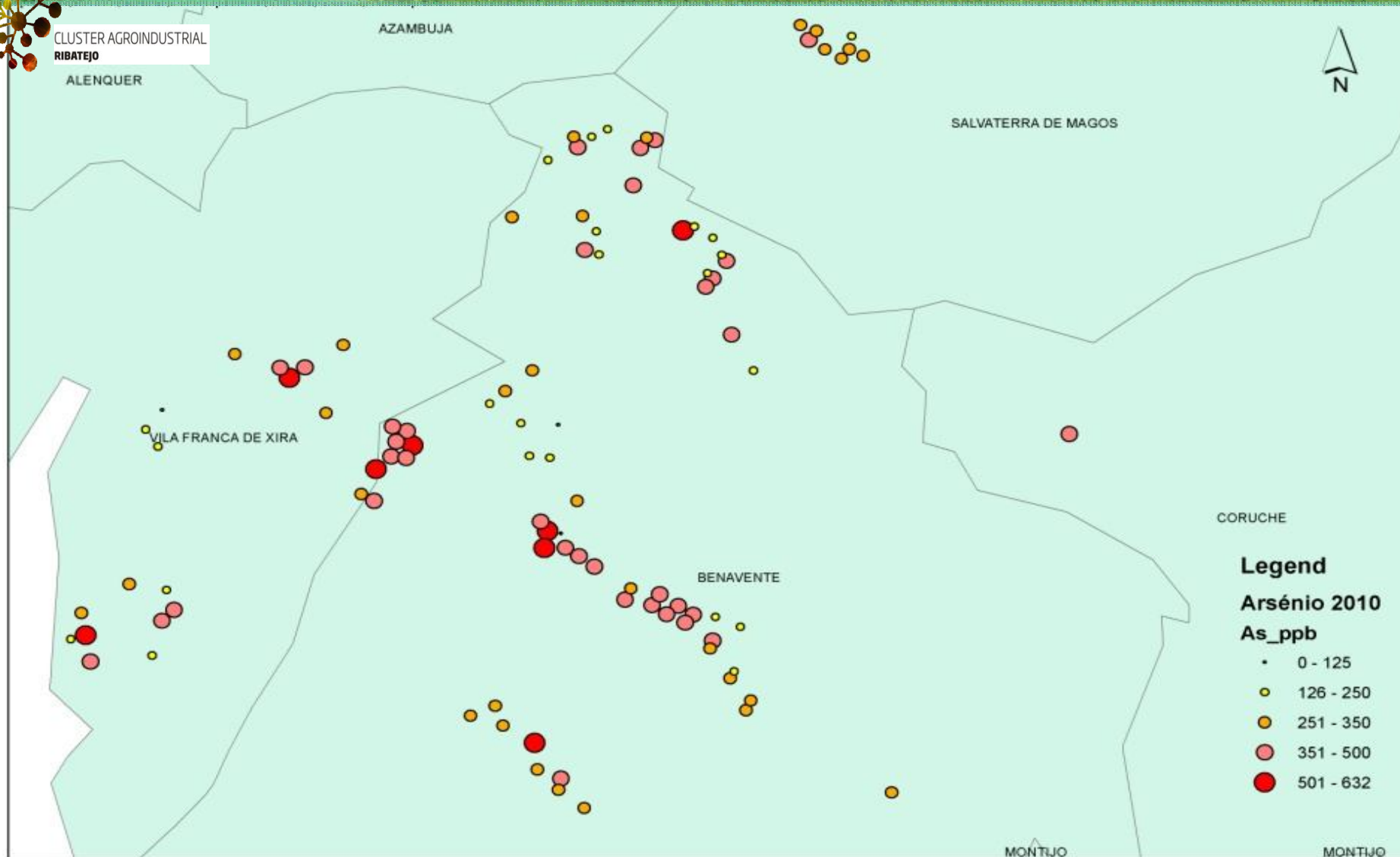
## Animação NDVI multitemporal







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310

620

1,240 Metros

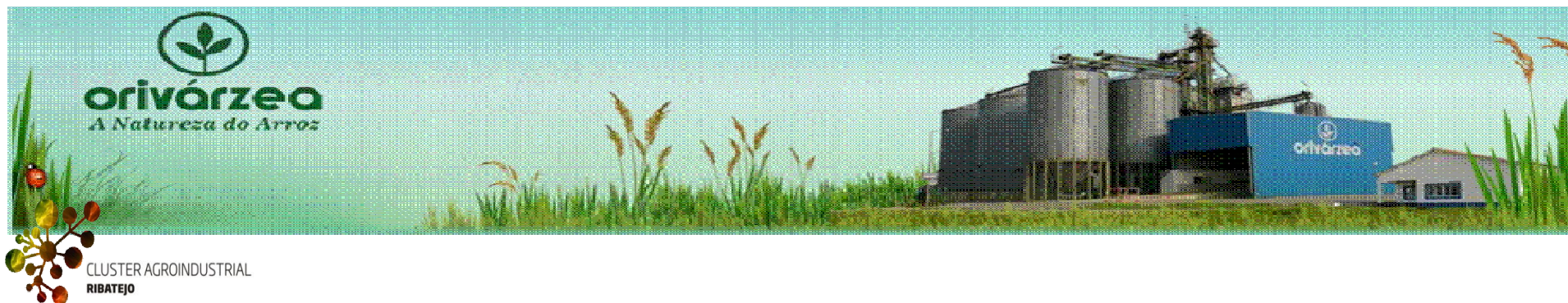
**Legenda**

**Arsénio 2010**

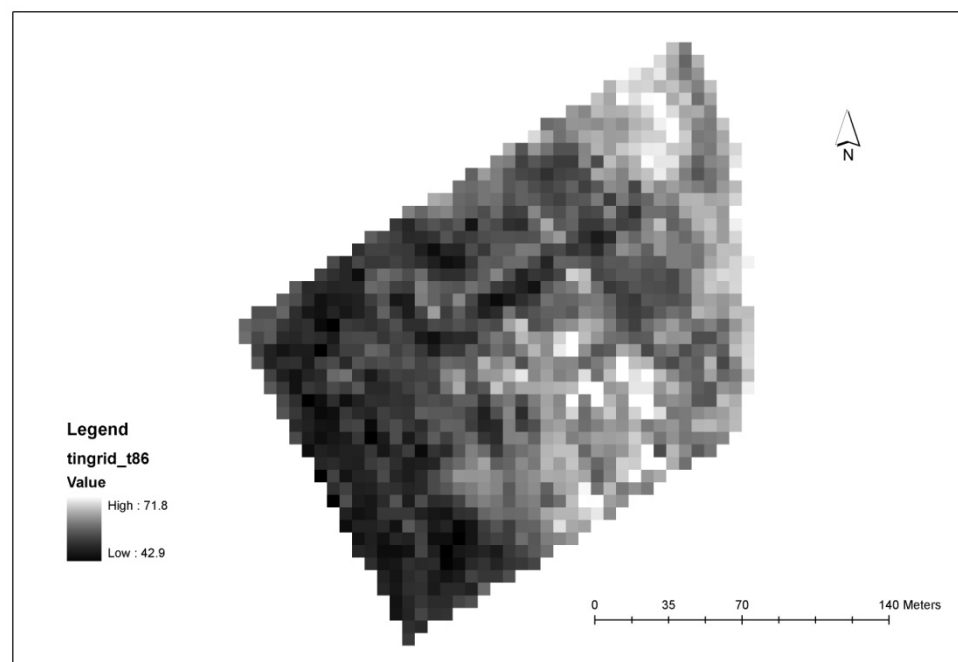
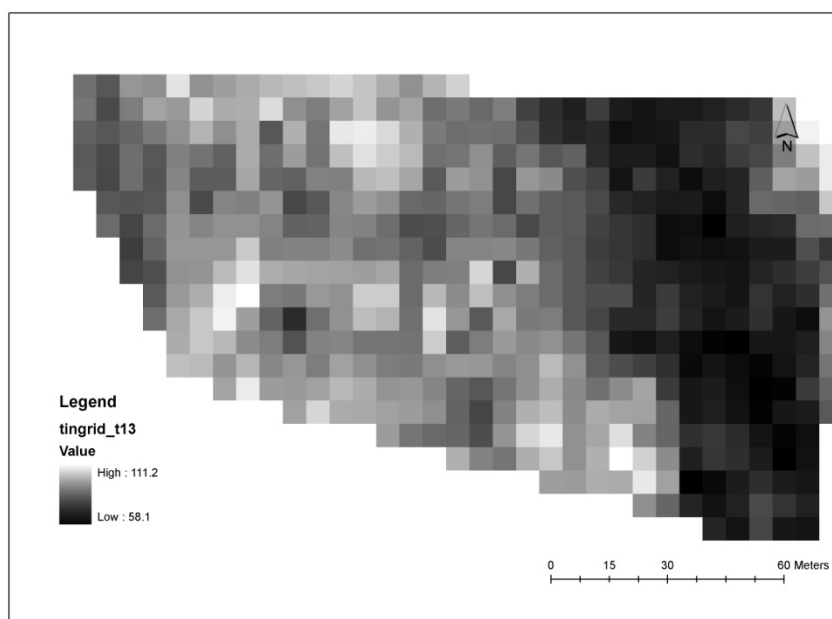
**As\_ppb**

-  0 - 125
-  126 - 250
-  251 - 350
-  351 - 500
-  501 - 632





## Electric Conductivity

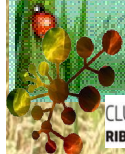






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*A Natureza do Arroz*



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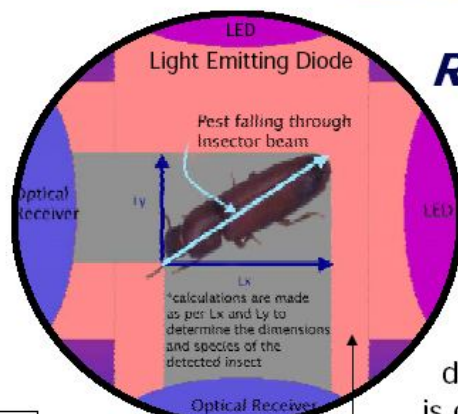
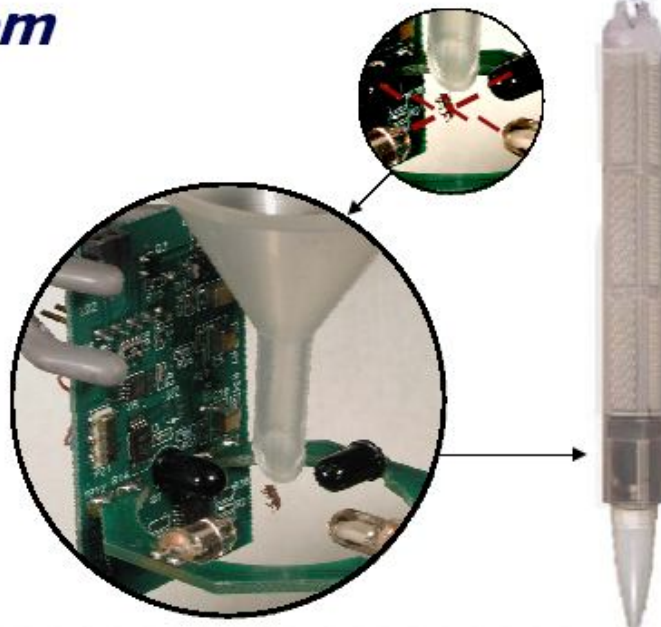






## Real-time Insect Detection System

As the insect breaks the Infrared beams, its size is registered. At the same time, the time and temperature is captured in the memory on the built-in microprocessor.



The orange shaded area represents the Infrared beams.

## Real-time Insect Detection System

The microprocessor calculates insects size by averaging the readings from two infrared sensors positioned at 90 degree angles. Insect species is calculated by size.

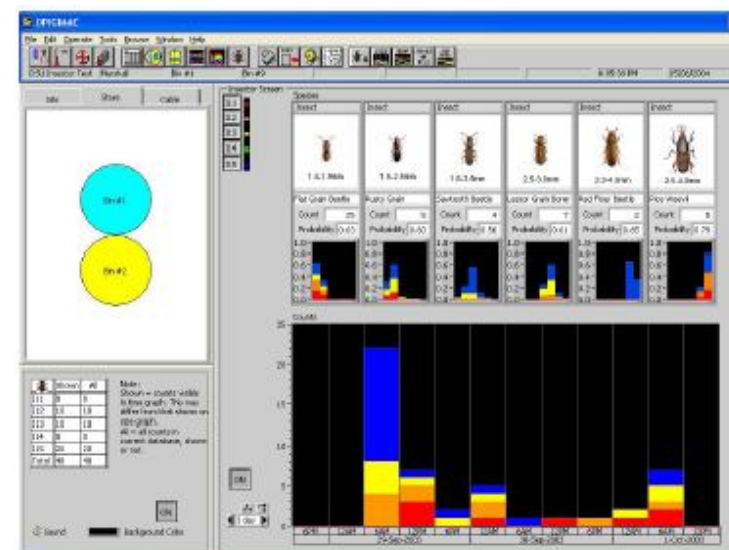




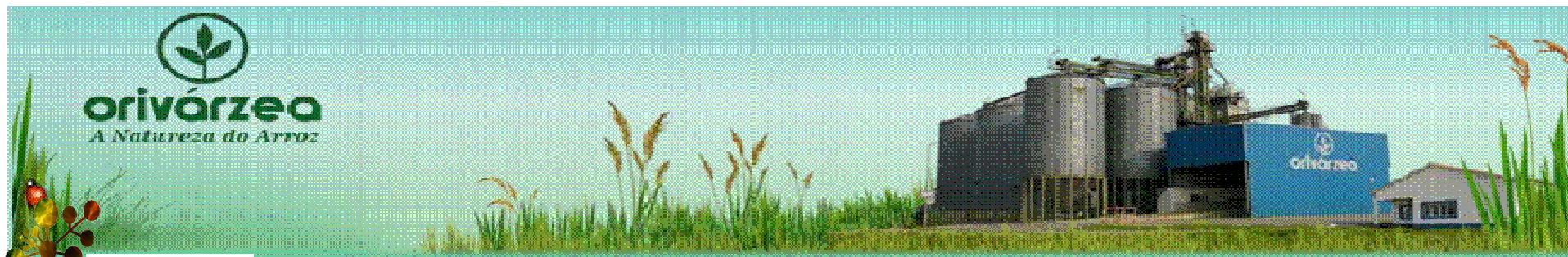
imagem meramente  
ilustrativa



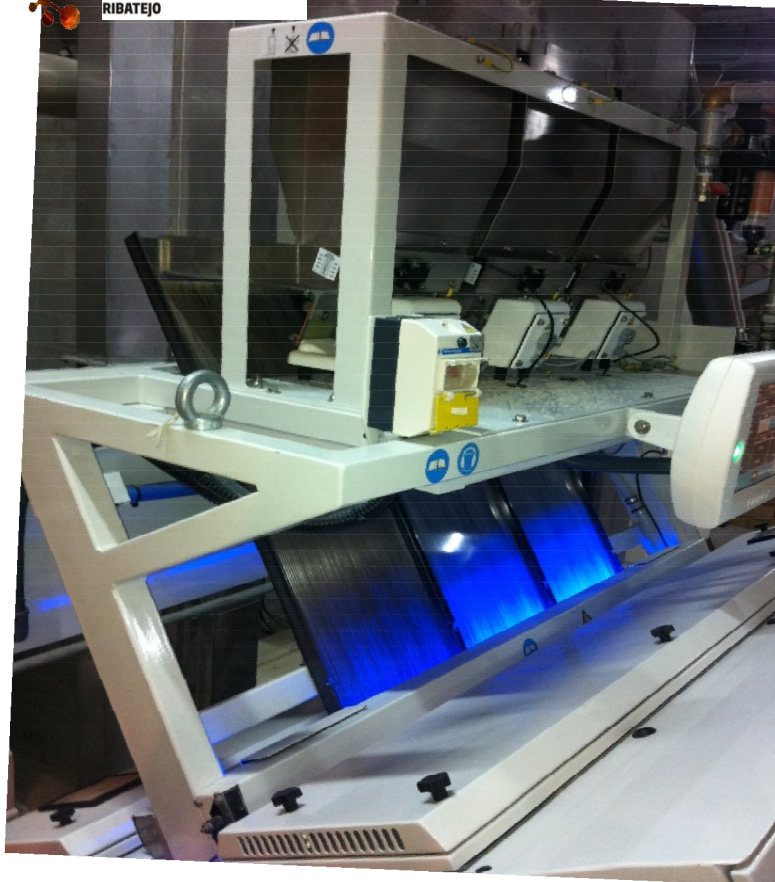








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## O ARROZ para o seu FILHO!

*Segurança Alimentar Garantida!*

sabia que...

A Orivárzea é o maior produtor de Arroz em Portugal sendo a única empresa que detém o processo total do Arroz desde a semente que é produzida por nós até ao embalamento.

Tudo o nosso Arroz é produzido na Lezíria Ribatejana conferindo-lhe uma uniformidade em termos de sabor e cozedura.

A produção do nosso Arroz é feita através das normas da produção integrada ou seja sem recorrer a químicos que prejudiquem a saúde pública e o ambiente.

**baby rice**

É um Arroz Carolino produzido na Lezíria Ribatejana sem recorrer à utilização de químicos que prejudiquem a saúde pública e o Ambiente.

Um Arroz certificado e homologado pela DGS (Direcção Geral de Saúde) com o nº 18/2007.

Porque a alimentação do seu filho merece



na sua farmácia

na sua loja

facebook.

orivárzea  
a natureza do arroz  
www.orivarzea.pt

À venda nos Lojais da  
Alimentação Infantil do  
Continente, Makro, Pingo Doce, E.Leclerc, Intermarché  
e Farmácias

o único, o genuíno...

# ARROZ PORTUGUÊS de Indicação Geográfica Protegida



Tradição  
**Secular**

Este é um ARROZ carolino produzido na Lezíria Ribatejana dando-lhe uma uniformidade na cozedura e sabor e que pelas suas características absorve todos os condimentos, tornando a sua refeição mais apetitosa.

A sua produção é totalmente feita em produção integrada.



**orivárzea**  
a natureza do arroz







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RIBATEJO

BOM  
SUCESSO



100% NATURAL  
100% NACIONAL  
AMIGO DO AMBIENTE



O genuíno Arroz Nacional!



SABOR  
DO ANO  
2020  
Tecnológico  
Puro e genuíno pelo sucesso

BOM  
SUCESSO





## Comercial Partners



- Pingo Doce
- E´leclerc
- Jumbo
- Intermarché
- Makro
- Recheio
- Feira Nova
- Eurest
- Grupo Pestana - Pousadas
- Tivoli Hoteis
- Grupo Accor
- Grupac
- Continente



- Única
- AMD – Exportação Suíça / Europa
- Alimede – Exportação Angola
- Danone - BTP
- Beneo remy - BTP
- Adega Alentejana ( Brasil )
- Casa Alimentation ( França )









# Orivárzea, Sa

Is a Quality case

And a Food Security case



Credentials:



✓ Certified in Integrated Production – Sativa

✓ Certified by ISO 9001-2000 – Apcer

✓ Certified in HACCP – Ds 3027 : 2000 – Apcer

✓ Our rice is certified Product ISO 7301: 2002 + ETZ ( 18 Março Certif )

✓ IGP

✓ Cardiologic Portuguese Foundation as chosen our product as a Healthy choise

✓ Flavour of the year 2008,2009, 2010, 2011, 2012



uma escolha  
saudável



fundação  
portuguesa  
de cardiologia





# The End Story of Rice Farmers - Orivárzea, Sa

