

PRESS RELEASE

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Kubota's commitment to UV Boosting: the sustainable technology that transforms agricultural production

Kubota is moving towards a more sustainable, efficient and profitable agriculture. In this interview, Germán Martínez Sainz-Trápaga, president of Kubota Spain, and Diego Martín, specialist in Smart Farming Solutions, explain why the company invests in UV Boosting, an innovative technology that strengthens plants' natural defences through UV-C light.



Agriculture is standing at a decisive crossroads. The sector faces the dual challenge of producing more and better-quality products while simultaneously reducing environmental impact and ensuring that farming remains economically viable for those who work the land. Climate variability, regulatory pressure, and the growing demand for sustainable practices are accelerating the need for new solutions that protect crops without compromising ecosystems.

In this context, Kubota is strengthening its commitment to sustainable innovation by investing in UV Boosting, a breakthrough technology designed to enhance the natural defences of plants. By stimulating protective responses through controlled ultraviolet light, UV Boosting improves crop quality while leading to potential yield increase — all aligned with the principles of agricultural sustainability.

To understand why this technology has become a strategic priority, we spoke with **Germán Martínez Sainz-Trápaga**, president of Kubota Spain, and **Diego Martín**, responsible for Precision Farming and Smart Farming Solutions for Kubota Spain. Both leaders highlight how UV Boosting fits seamlessly into the company's philosophy embodied in the slogan '**For Earth, For Life**'.



Question 01 - *Kubota has been investing increasingly in cutting-edge technology to improve efficiency on farmers' fields. How can UV Boosting reinforce Kubota's value proposition in smart farming and sustainability within the segments where we seek further differentiation?*

GERMÁN MARTÍNEZ. Kubota's strategic principle is 'For Earth, For Life.' We are very concerned about sustainability and the environment, as well as farmer's profitability. Now we are addressing problems that go hand in hand with the evolution of society: the lack of labour, the increase in costs of traditional treatments and the need for environmentally sustainable practices, without emissions. Through the Kubota Innovation Center in the Netherlands, we are looking for smart farming solutions to address these challenges that we have today. UV Boosting is one of these technologies in which Kubota is investing, because it is very sustainable, very clean and improves the production costs of farmers.

Question 02 - *How can Kubota leverage emerging technologies - such as UV Boosting - to solve current challenges in the agricultural sector, anticipate future needs, and demonstrate that tomorrow's innovation can generate tangible value for farmers today?*

GERMÁN MARTÍNEZ. Kubota is very focused on organic development and developing its own product platform. New technologies in the market, startups, which are companies with great ideas but lacking financial and sales capacity when they start working, are being sought by the Kubota Innovation Centre. UV Boosting is a good example, because it is a well-known technology, since ultraviolet C radiation that is filtered by the Earth's ozone layer is used in disinfection treatments, for example, in hospital operating rooms, very effectively.

In this case, UV Boosting uses flashes of this radiation C on high-value plants: fruit trees, woodlands, golf courses, grass, etc., where the main epidemics are fungi and thanks to this light and repeated emission, a strengthening of the plant itself occurs. It would be the equivalent of when we are vaccinated against a virus and immunized, the body reacts. These UV-C flashes cause the plant to increase its levels of salicylic acid, which is what invigorates it and makes it stronger. Thus, when there is a fungal attack, when there is a stress to the drought because it does not rain or when there is an excess of water, the plant is already more resistant.

It is a preventive treatment, does not carry chemicals, has no side effects or unintended consequences and is very sustainable, because there is no pollution. The demonstrated effects are very good in combination with a reduction of the fungal treatments of these plants, with which there is a direct saving on production cost. It is also a very cheap technology, very affordable to acquire and very affordable to apply.

Question 03 - *What agronomic, operational and environmental benefits does it bring to customers, and how do those results become clear value arguments that drive the adoption of this technology within the most sensitive and strategic crops?*



GERMÁN MARTÍNEZ. This technology is very user-friendly because it integrates seamlessly with the tractor the farmers are already familiar with. It's an implement that attaches to the tractor's rear hitch and operates at a constant speed. It can be applied at any time and with very low fuel consumption, requiring only 12 HP at the power take-off (PTO) per emission panel. Furthermore, at a time when the list of permitted agrochemicals and fungicides is being increasingly reduced by EU authorities, this technology facilitates prevention and invigorates the plant.

The proven agronomic results in various crops—pear, apple, super-intensive and intensive olive groves, pistachio, almond, stone fruit, peach, apricot, peach, cherry, etc.—show increased production and improved fruit quality. In some cases, it results in better skin quality with fewer blemishes, which positively impacts the market price. It also achieves earlier color change during fruit ripening. All of this, taken together, results in a higher market value for the product at a very low cost. We are talking about very high-value products, such as fruit or olive oil, and with this technology, by lowering the cost of production and raising the selling price, the farmer's profit margin will be higher with a very low investment cost.

Question 04 - *As a specialist in smart and precision farming solutions, Diego Martín introduces us to the specifications and advantages of this revolutionary technology that stimulates plants' natural defences. Could you detail the main technical features of UV Boosting technology?*

DIEGO MARTÍN. We have specific models for the different crops (vineyards, orchards, olive groves, turf and in expansion), but during 2026 we are focused on the cultivation of vines, fruit trees and olive groves. These models are suspended implements (category 1/2) but have a support wheel to work in the field increasing stability during use, which helps maintain the optimal distance between the crop and the panels (15-25 cm working at 4 km/h).

In vineyards, 3-4 stimulations are performed and we offer a model of two panels of 3.5 kW with a total required power of 12 HP, with a weight of 850 kg, compact, which allows us to work on crops with a street width of 1,30-3.00 m and work on slopes or fields with narrow headers, which provides great versatility.

Additionally, we can offer a 4-panel model applying stimulation to two grow lines at the same time. For fruit and olive groves, 6 stimulations must be carried out using a model of 4 panels of 3.5 kW (2 for each side) with a total required power of 24 HP, a weight of 1,100 kg, designed to work in lines of 2.00-5.00 m.

We must highlight the low power demand, which allows to work with the TDF in ECO mode, which further reduces engine rpm and therefore fuel consumption. All models can be mechanically adjusted from the factory or Kubota dealer to fit crop dimensions and of course, the operator will be able to make optimal adjustment to crop conditions at any time by electro-hydraulic actuation from the cab. In addition, the control controller is very easy to understand and use allowing the operator to adapt quickly.

Question 05 - *What are the most prominent agronomic advantages it brings to crops?*

DIEGO MARTÍN. The advantages are numerous:

- Improves plant nutrition.
- Prevents the spread of fungal diseases.
- Protects against frost damage.
- Increases drought resistance.
- Improves plant growth and yield.
- It has a positive effect on the quality of production.

Which ultimately translates into increased productivity and yield per hectare. At the same time, it helps in reducing the use of plant protection products by saving costs for producers, offering a more ecological and environmentally friendly product.

Just like a human being, UV Boosting is a combination of good nutrition, exercise and vaccination. All of this improves health and allows to cope better with the environment.

Kubota's commitment to UV Boosting shows that technological innovation can be sustainable, accessible and profitable for the farmer. This solution not only reduces costs and improves crop quality but also prepares crops to meet the climate and plant health challenges of the present and future.

These initiatives aim to create real value for those working the land and affirm Kubota's dedication to environmentally friendly and efficient agriculture. Technology is advancing, and Kubota is advancing with it, driving a stronger, smarter, more sustainable agricultural model.

*Click in the link bellow to watch an exclusive interview with Germán Martínez, president of Kubota Spain, sharing the company's vision and commitment to UV Boosting technology.



About Kubota

Kubota has been a leading manufacturer of agricultural equipment, construction equipment, lawn mowers and Industrial Engines since 1890. With its global Headquarters in Osaka Japan, offices in more than 120 countries, and more than 55,000 employees in North America, Europe and Asia. Although machinery equipment is its main products line, Kubota also produces a wide range of products such as city water purification systems, irrigation systems, piping systems, roof and home construction, and large underground valves.

Our Mission

Our Brand Statement, "For Earth, For Life," speaks to our commitment to the conservation of the environment while aiding the production of food and water supplies, which are vital to meet the needs of our society, as the world's population continues to grow. This mission is accomplished every time a Kubota tractor harvests the land to produce food or when our construction equipment excavates to transport water or provide shelter. For more information on Kubota, please visit www.kubota-eu.com or www.kubota.com.

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