

Arysta LifeScience: We guarantee a high health status of vineyards with a multifunctional master-class product model

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In the vineyard of Vinprom Karnobat near the village of Venets, a team from the agrochemical company demonstrated “in the field” to a professional audience the qualities, activities, charge and energy of its new corporate model for nutrition and protection of vineyards against diseases and pests. The format is highly functional – new-generation fungicides, insecticides and acaricides, biological products for activating physiological processes, products for improving the performance of pesticides and foliar fertilizers.

The meeting in the village of Venets, part of the calendar of good and successful agricultural practices of Arysta LifeScience Bulgaria, provoked the professional interest of many vine growers from the southeastern part of the country, one of the leading viticultural regions. Miladin Nazarkov, Marketing and Sales Manager at Arysta LifeScience, informed the professional audience that crop protection in viticulture is a strategic priority in the corporate policy both of the multinational company Arysta LifeScience and of its subsidiary in Bulgaria. Taking into account the great potential of Bulgarian viticulture and the dynamics of its accelerated modernization, the team of the business division in Bulgaria has defined a new vision of its technological and product model for pest control in vineyards.

Arysta LifeScience offers products specially developed for use also in vineyards, such as the fungicides **Domark**, **Spirox** and **Dimix**. With these fungicides, the level of protection and guaranteed security against pathogens causing fungal diseases is undoubtedly increased. In this regard, Arysta LifeScience offers the longest portfolio of insecticides and acaricides for viticulture in Bulgaria.

With the acquisition of Goëmar in France, Arysta LifeScience became the second largest global producer of products – bio-activators of plant growth, which are also suitable for use in organic production segments – biopesticides and biostimulants. On the demonstration platform in the village of Venets, the biostimulants **Siapton** and **BM Start** (which will be offered on the Bulgarian market from 2018) have been used. This is a clear sign that Arysta LifeScience is expanding the scope of crop protection, changing the philosophy of this key practice. **Siapton** activates the genes responsible for the plant's defenses against abiotic factors, accelerates the formation of amino acids, and supports the uptake of nitrate nitrogen. Furthermore, **Silwet** is a new-generation adjuvant. The super-spreader ensures incomparably better distribution of the spray solution droplet over a larger unit area of the leaf surface. It improves the effectiveness of crop protection and nutrition products used in combination with it. Products used with it penetrate morphologically more complex and hard-to-reach parts of the plant. **Silwet** is a ready-to-use formulation, 100% surface-active. The product makes it possible to reduce the volume of the spray solution by up to 40%. **Hix-Change** is a new product for preparing spray solutions, lowering the pH level and creating optimal conditions for the action of pesticides and foliar fertilizers.

In addition, there is another highly significant circumstance. The new generation of fungicides and insecticides of Arysta LifeScience have innovative environmental characteristics. The technological format of Arysta LifeScience for the protection of vineyards, selected specifically for Bulgarian conditions and the high professional competencies of those working in the sector, is fully structured and tested, and its market

positioning is forthcoming. It is now up to marketing – to make this model recognizable and to ensure that the client obtains the right and the opportunity to make an informed choice.