

# The Arysta LifeScience project for the protection of conventional oilseed rape: High success rate!

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At the pilot platform in the village of Stransko, Stara Zagora region, the company team demonstrated to agricultural producers from Southern Bulgaria the performance of pesticides, biostimulants and foliar fertilizers from the corporate portfolio, as well as the possible improvements in the individual groups of factors for achieving a stable, sustainable health status of oilseed rape, whose effective crop protection in Bulgaria is still not a one-way process with established rules. This key instrument continues to be the subject of disputes, competitive ambitions and claims, of conflicting signals, of biases and speculations. According to analysts, this circumstance should not be dramatized and overexposed. Because every agricultural producer is capable of and has an interest in choosing the right commercial partner and making an informed choice.

The Arysta LifeScience project for the protection of conventional oilseed rape impresses the professional audience with its creative vision and its high-class product resources. There is no doubt that this is important. But even more important is that the corporate engineering offers a completely new conceptual charge, a new philosophy that can be defined as follows – effectiveness is most often based on activities that change and break stereotypes. The **Physio activator** and **Ryyt ZC** technologies emit clear signals in support of this statement. How should we interpret these signals? A high, stable, high-quality yield cannot be achieved solely with the tools of traditional crop protection – herbicides, fungicides, insecticides. A transformation and diversification of the portfolio is required. In the sense that, in addition to the direct attack against biotic factors – pests, the system incorporates technological solutions for influencing and managing plant physiology. In this way, the immune system, the nutritional regime, photosynthesis, i.e. all mechanisms for a successful response to the challenges of abiotic factors, whose trend has stable parameters, are stimulated. Arysta LifeScience proves that modern innovative crop protection is a set of means for deterring, stopping and eliminating the harmful activity of biotic and abiotic factors.

Arysta LifeScience also manages its competencies in its commercial policy. With regard to crop protection products for oilseed rape, a promising agricultural crop with a clearly better future in Bulgaria, the company offers a set of price options. For example, the insecticide **Citrin Max** is evidence of an optimal price–quality ratio, without analogue on the Bulgarian pesticide market. **Silwet** is an exclusive product of the company's commercial partner – AgroFarm N, Pazardzhik. This means that its market price is as favorable as possible for the end customer. The biostimulants **Tonivit** and **Multoleo**, and the wetter **Silwet** are a highly profitable investment. The return is very high!

What has been said so far confirms the well-known fact that Arysta LifeScience is a highly technological, visionary company in leading positions in the global agrochemical industry. It is changing the world of crop protection, changing market attitudes and expectations. It has a clear vision for the development and positioning of its innovative business ideas. It has the strength, ambitions and determination to move forward, to create innovations, to build on what has been achieved!