

The Corteva product format for weed control in maize and sunflower

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High levels of intensity, reactivity and effectiveness

The good news: On a pilot platform near the village of Karaysen, Veliko Tarnovo region, a Corteva team demonstrated to a large professional audience from Central Northern Bulgaria the extensive portfolio of herbicides and herbicide combinations – the company’s toolkit for risk management in weed control in maize and sunflower. The attendees had the privilege to see the new genetics of sunflower hybrids – AquaMAX – high-oleic, tolerant to the new downy mildew races, which will be positioned on the Bulgarian market next year.

The even better news: The demonstration trial was carried out in the experimental field of the Vocational High School of Agricultural Technologies “Tsanko Tserkovski” in Pavlikeni. The students of this leading agricultural school in Bulgaria have actively participated in the entire technological process – agronomic practices and crop protection.

A noteworthy and meaningful fact deserves mention: tomorrow’s agricultural specialists have worked together with Corteva’s agronomists in a real environment – in preparing the working scheme for protecting maize and sunflower from weeds, as well as in implementing the adopted concept for action.

The planned establishment of the independent company Corteva after the merger in 2017 of DuPont Pioneer, DuPont Crop Protection and Dow AgroSciences is a multifunctional strategic project on a global scale, a large-format transformation, implemented at a high level through visionary corporate engineering. Today Corteva is a leading, multi-purpose technology company in the seed and agrochemical industry worldwide. The creation and positioning of this new company on the world markets demonstrates the intention to combine the strengths of the three leading agribusiness companies that existed until 2017 under the strong Corteva brand, thereby creating a fruitful synergy.

The new company Corteva focuses on providing science, solutions and services of real benefit to the agricultural community worldwide, which means:

- integrated offers for seeds, crop protection, expertise and knowledge,
- innovative products – pesticides and seeds for increasing production and profitability,
- more innovations in data analysis, precision agronomy, improved initial traits, as well as promising new technologies.

The demonstration trial of Corteva, implemented in the experimental field of the Vocational High School of Agricultural Technologies in Pavlikeni, with the direct participation of the students, is a message. How did we interpret it? As an indication that the company’s team is changing its perspective, showing a new type of market thinking and market behaviour, generating new energy in its creative concept. Corteva gives a clear signal that it will plan and measure part of its business results through their social effect. Corteva raises the level of awareness of students from the vocational education segment, tomorrow’s leading agricultural specialists. In its capacity as an engaged, responsible mentor and loyal partner, Corteva formulates empathy and support for public activity beyond the educational process. It builds a motivational environment in which tomorrow’s young farmers can feel special, sufficiently significant in a real working environment, creating in them a sense of their

own professional vision – to exercise their competences and skills, to cultivate an appetite for innovation, to be dynamic and recognisable.

In short: The Corteva team activates a distinctive, unconventional format for pursuing active policies within its core business. This is the next piece of good news within the framework of what at first glance appears to be a routine field event near the village of Karaysen. **/P.C./**