

Ambitious to offer the best products

Author(s): Растителна защита
Date: 27.04.2020 Issue: 4/2020



Conversation with Mr. Dobromir Penkov, Commercial Director of Agrotim - Isparih, Department „Agrochemicals and Seeds“

Mr. Penkov, Agrotim is known as a major producer and exporter of grain and seeds and, last but not least, for its industrial pig farm. What else can you add to its business profile?

Agrotim is a family company, owned and managed by three generations of the Ivanov family (formerly Krachunov). Founded in 1992, today it is one of the leading Bulgarian agricultural companies. It is an excellent example of modern and innovative agriculture through the application of good agricultural practices, as well as

of company development and management. Agrotim is one of the largest employers in the region, providing permanent employment to more than 350 people.

We are members of the Bulgarian Agricultural Chamber, the Bulgarian Farmers Association, the National Association for Seeds and Planting Material, the British-Bulgarian Business Association and others.

The secret of our success lies in our continuous drive for innovation and excellence, combined with the implementation of long-term agricultural traditions in a very fertile region.

At Agrotim we cultivate over 8,000 hectares in Northeastern Bulgaria, not far from Ispirih and Razgrad and relatively close to the ports of Ruse (Danube River) and Varna (Black Sea). We have modern facilities for cleaning, drying and storage of seeds and grain with a total capacity of 60,000 tons. Agrotim is one of the leaders in the production and export of grain and seeds. We export grain throughout Europe – Germany, Sweden, Spain, Italy, Greece, etc., as well as to countries in the Middle East and North Africa – Jordan, Lebanon, Egypt, Tunisia, Morocco and Madagascar.

The company also owns one of the largest pig farms in Bulgaria – with an annual capacity of over 80,000 pigs.

Our products are sold throughout Europe, North America and the Middle East. Our clients are diverse, and with some of them we have been partnering for more than 20 years. We also cooperate with leading research institutes, agricultural companies and respected consultants from across Europe, the USA and Bulgaria, and we strive to use the best of their experience for our needs.

Agrotim has the following divisions: Agriculture and Crop Production, Pig Farming, Fruit and Fruit Products, Agricultural Machinery Trade Department, and more recently an Agrochemicals and Seeds Trade Department.

What products and services does the department you manage offer to agricultural producers ?

The main activity of the department is trade in foliar fertilizers, seeds, mineral fertilizers, and plant protection products. Our expert agronomic consultancy is particularly important. Our partners are leading multinational companies. Agrotim is the official representative and importer for Bulgaria of the **FoliQ** foliar fertilizers of the company **Agrii**, which is part of **Origin Enterprises** – Ireland.

It is well known that the Bulgarian market is oversaturated with fertilizers. How can FoliQ foliar fertilizers attract the attention of agricultural producers?

Yes, that is correct, the situation is such that the market is oversaturated with all kinds of products of this type. In this increasingly strange and confused market there are hundreds of different foliar fertilizers on offer. However, the choice must be made carefully, correctly and, above all, professionally. I believe that the farmer is capable of choosing the best for his needs. We are ready to help, if there is a need for that. It is important to note that **FoliQ** products are manufactured using a special technology – a technology used in the production of relatively few other foliar fertilizers in Europe. They are an ideal combination of nutritional macro- and microelements. They are produced from high-quality raw materials, ISO-certified. They contain additives that improve quality and efficiency. These are surfactants, antievaporants, humectants, EDTA chelation and adjuvants. In addition to all of the above, such as the excellent positive effect for the producer through increased yield and product quality, the costs are quite acceptable and normal for this type of products. **FoliQ** fertilizers stand out with very high quality and are offered at extremely competitive prices. Therefore we offer solutions!

This, in fact, is **FoliQ**.

What are your priority objectives?

Our priorities are to support agricultural producers by offering the necessary high-quality fertilizers, pesticides and seeds. Our intention is to convince farmers that foliar nutrition of plants is an integral part of modern agriculture. This is particularly true in times of very large and abrupt temperature amplitudes, prolonged drought, lack of precipitation, winter and snow, major temperature inversions, etc. Under such conditions, plant stress increases seriously and continuously, and we offer a solution in the fight against this challenge – the altered nature. Thus, foliar nutrition with **FoliQ** is a solution for the recovery and normalization of crops. In this way they can reach their maximum potential in terms of yield, quality and setting of future yield in perennial crops. And, mentioning field crops, **FoliQ** helps significantly in their cultivation and development process. It is crucial for maximizing yields and product quality. It is particularly important to ensure treatment in the early stages of development. For example, the yield of cereal crops is determined as early as autumn; this is a very important moment. Therefore, the use of **FoliQ**, in my opinion, helps greatly, while on the other hand it does not require a large financial outlay from the farmer. Ultimately, we are determined to offer the Bulgarian agricultural producer the best products, at absolutely normal and reasonable prices.