

Viola AE: Farmers must know, in order to be successful!

Author(s): Растителна защита
Date: 03.04.2023 Issue: 4/2023



The Sliven company launched its commercial season with a technical seminar at the “Europa” hotel in Haskovo. Representatives of 13 companies presented their innovative product portfolios of plant protection products, seeds and fertilizers.



Over the course of three days, 100 agricultural producers from the Sliven region, clients of the trading company Viola AE, attended the presentations of leading agricultural companies in Bulgaria: Syngenta, Corteva, BASF, Summit Agro, FMC, UPL, KNE Certis, Agria, Lidea, Ecopharm, Timac, ABT and Pest Control Product. This remarkable forum was indicative in relation to several trends: the characteristics of precision agriculture, the driving force of the third “green revolution” currently underway on the territory of the EU, which includes radical changes in plant protection, seed production and fertilization. The European regulatory regime is highly restrictive. The strategic objective is compliance with high environmental and health standards, which means achieving biological security. Furthermore – ensuring the sustainability of agricultural production under conditions of a dynamic, turbulent climatic and phytosanitary environment.

The first condition for achieving these objectives is the fundamental transformation of the agrochemical and seed industry.



Multinational companies have activated their research and development complexes. New-generation products are being developed at a rapid pace: biopesticides, chemically active bases with a new eco-profile, high-class fertilizers and biostimulants. Genetic engineering is also registering creative results.

This large-scale “green” transition bears the mark of distinctiveness, in some cases still an invisible to the naked eye mechanism of fundamental change. This colossal shift in scale also requires another level of awareness, turning innovation into information!



Viola AE – Albena Vavova and Temenuha Ivanova

In other words: today's Bulgarian farmer operates in a multi-layered information environment. However, what is important for him is high-quality and timely information. Viola AE possesses the tools to influence market attitudes. The company team of Viola AE gathers a large volume of information, filters it and gives real substance to the term *the client has the right to an informed choice*. In fact, this is a test of loyalty. A good partner generates desire and enthusiasm; people trust and follow them because of their personal professional qualities.

Viola AE is a project structured 31 years ago by the renowned Bulgarian plant protection specialist Dr. Elena Mancheva. The competence, expertise and professionalism of the company's team, led today by Albena Vavova and Temenuha Ivanova, is beyond any doubt. Viola AE is a well-established name in Bulgarian agriculture, a recognizable brand. A responsible and loyal partner of the agricultural producers from the Sliven region and a dozen leading foreign and Bulgarian companies – manufacturers and suppliers of pesticides, seeds and fertilizers.