

Open Day at Deroni's Gardens – Modern Vegetable Production in Action

Author(s): Растителна защита
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On July 3, 2025, an Open Day was held in Deroni gardens near Stara Zagora, with the assistance of Phyto Terra Ltd., where the entire process of growing vegetable crops was demonstrated. Farmers, agronomists, scientists, and representatives of leading agricultural companies gathered in Deroni's fields, who together celebrated this traditional meeting at the beginning of the season.

Behind the familiar and already established taste of Deroni's products lies a deep connection and respect for the land on which the Bulgarian company produces its vegetables.



Deroni's gardens are located in the sunny Upper Thracian Plain, in the land of Bogomilovo village. All fields, spanning 3150 decares, are pre-drained and have a drip-irrigation system that delivers water and essential nutrients to each plant. The gardens cultivate: peppers, industrial *Heinz* tomatoes, cucumbers, eggplants, etc.



Constant care for the soil and plant development is entrusted to a team of professional agronomists, the services of PhytoTerra Ltd. and biostimulants from Atlantica Agricola.

The health of the land is also guaranteed by mandatory crop rotation, which currently in Deroni's fields is represented by two crops – alfalfa and wheat. In previous years, they also cultivated phacelia.

And the host Dimitar Angelinov's pride is the hail protection system built 5 years ago.



Deroni is a modern company with over 30 years of history and a fully closed production cycle, which provides healthy and tasty vegetables with respect for nature – from seedling production from seeds in its own seedling factory, through precise farming in vegetable fields, to 3 production factories, equipped with 14 technological lines for different product groups and 35 international markets. Behind the success of this family business stand two generations, innovation, sustainability, and a lot of hard work.