

Summit Agro continues to grow!

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The company presented its commercial portfolio for the 2016 season at a meeting with its national distribution team in the representative metropolitan hotel "Metropolitan". A special guest at the event was Mr. Katsuya Okuyama, Vice President of Sumitomo Agro Europe

The achievements of the corporate engineering of Summit Agro on the domestic market are a good, indicative and interesting example for agribusiness in our country. To the question of what is the formula for the high success rate and sustainable growth over the past three years, General Manager Assoc. Prof. Dr. Miroslav Tityanov is more than laconic: "A high-quality, broad-range portfolio, a competent team, committed and loyal commercial partners, adequate market behavior, including perfect logistics and, of course, competitive prices."

The more observant will notice that this strong presence of Summit Agro, which changes market attitudes, production mythologies and stereotypes, which generates news and creates prospects,

does not go unnoticed by the general public – agricultural producers, competitors, analysts.

Let us look a little more closely at what Summit Agro offers. The structuring of the commercial portfolio is impressive. Summit Agro sells plant protection products, fertilizers, seeds, soil improvers, molluscicides, dispensers. Obviously, the objective of this multi-faceted range is the option for a comprehensive service. In other words: Summit Agro is able to solve any problem in the field quickly, responsibly and with commitment. In practice, this is a large-scale project for market presence and for taking key positions. Summit Agro sets standards in assisting its clients to manage the future of their practices. These clients have the opportunity to use global advantages and knowledge to meet their needs at local level.

The next point that makes an impression is that this commercial platform is constantly being upgraded and infused with new energy. Only this year, 21 new products have been included in the Summit Agro list, 12 new plant protection products – 4 herbicides, 4 fungicides and 4 insecticides, 3 new microgranulated fertilizers, 5 foliar fertilizers, etc. Question: Which other company in our country can boast such renewal and expansion of its commercial scheme? Summit Agro presents its dynamic, flexible, up-to-date, consistent and recognizable market project. The hyperactivity of the team unlocks creativity and motivation, a fast track for commercial expansion.

One of the greatest challenges today in global agriculture is the fear of and the strongly negative consequences from the stress syndrome, provoked by the activation of biotic and abiotic factors as a result of the growing instability and, in many cases, shocking changes in the climatic and phytosanitary environment. World science is already managing to formulate strategies and create a product arsenal for revolutionary changes in the nutrition regime. Tools for risk management and for achieving sustainability are being rapidly implemented. The new protection format aims to stimulate growth by increasing the level of immunity and maximally balancing the nutrition regime. This large-scale transformation and diversification is a priority in the commercial policy of Summit Agro; the company supplies to Bulgaria the latest global scientific achievements for attaining ambitious goals, for fulfilling the high expectations regarding increased security and intensity of agricultural production.

The distribution team of Summit Agro, in its capacity as a privileged partner, obtained the right to be the first to learn about a super innovation that the company will offer in our country, thanks to its cooperation with the Israeli company Haifa. The **MULTICOTE AGRI** (MULTICOTE AGRI) technology for controlled release of Nitrogen in the soil, which marks a new beginning in this key segment globally, was presented by Mr. Vasilis Tsombagas, Regional Manager of Haifa for the countries of the Balkan Peninsula. The technology is based on encapsulation of the granules by means of a coating that protects and gradually releases the nutrients. In this way, the nutrients needed by the plants are supplied precisely and in a controlled manner throughout the entire vegetation period.

The rate of diffusion (the actual release of the elements) depends solely on soil temperature. It increases with the rise in temperature, i.e. it follows the life cycle of the plants. The other factors – soil type, moisture, pH and microbial activity – do not affect at all the rate of nitrogen release. The polymer capsule is designed so as to stop the release of nitrogen at soil temperatures below 12 degrees and to accelerate its release when the temperature rises.