

# Sadovo Seed House: We continue to prove that Bulgarian wheats are highly competitive!

Author(s): Растителна защита  
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*The sixteenth consecutive edition of the format “OPEN WHEAT DAY” was traditionally held in the breeding garden of SC “Sadovo”, part of the trading company ID IMPERIAL, near the Plovdiv village of Cheshegiravo. The event, as always, attracted a sufficiently representative professional interest. More than 250 agricultural producers from the country came here to learn the latest news about the development of the emblematic corporate breeding project, expecting to receive evidence that would dispel at least part of the speculations that have taken hold in the public space regarding the undeclared “war” between Bulgarian and foreign wheat breeding.*

ID Imperial operates in a highly competitive environment. The company's market presence strategy, including full service from sowing to harvest, has no analogue in our country. Among other things, this means that the company is a partner, recognizable, consistent and multifunctional, with a product and technological profile.

According to the owners of ID Imperial – Ivan, Svetlozar and Petar Dragushev, the escalating struggle for supremacy between Bulgarian and foreign wheat breeding should not be described as a drama, even though many people on both sides are exercising themselves on the topic. The problem is that in most cases they do it rather clumsily – instead of with the necessary expertise and professional competence – with a strong charge of emotion and counterproductivity; sentiment and prejudice are not lacking, and cunning and aggressiveness creep in.

How will this storyline develop? A new reading of the situation is needed; it is necessary to come down to earth and show the agricultural producers in the country who offers what, says Ivan Dragushev. He is convinced that the market is that fair and impartial arbiter and judge that has the tools to resolve disputes. And what is Mr. Ivan Dragushev's opinion about the state's conduct in this dispute? The state is also obliged to take part in the dispute, in defense of Bulgarian wheat breeding, believes Mr. Dragushev. And he clarifies what he has in mind. It is not a matter of protectionism, lobbying or a financial "injection" that could be interpreted by Brussels as state aid. It is sufficient for the state to introduce rules in competition!

Our corporate strategy, adds Svetlozar Dragushev, is to be significant in the working environment, an indispensable factor; this is an indicator for the market, where every change is noticed and recorded. The truth is born in competition, in fair competition; this is the basic parameter. The feeling of relying entirely on your own hands and on your own strength has helped us a lot. As in this case, he notes. Instead of wasting time in talk and banter, we manage to identify new market niches, define and implement strategies for breakthrough and growth, and further develop our breeding project. The protection of Bulgarian wheat breeding is a cause and we work for the success of this cause, states Petar Dragushev categorically.

What distinguishes successful people is their ability to move their projects and ideas forward. This ability relates more to the quality of their behavior. In short, the Dragushevs are in excellent behavioral shape. Consistency, composure, professional competence. This is the key to their success, the way to develop their

leadership!

*More details about the event can be read in issue 5/2017 of the journal "Plant Protection".*