

# Arysta LifeScience Bulgaria – “We cultivate prosperity!”

Author(s): Ариста ЛайфСайънс България

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For us, the team of Arysta LifeScience Bulgaria, it is a pleasure to inform you of our upcoming participation for a second consecutive year in the AGRA 2018 exhibition, from 21 to 25 February 2018 in Plovdiv.

**You are welcome to visit our stand – Pavilion 13-K2!**

Following the successful first participation in the *International Agricultural Exhibition AGRA 2017* and winning the prestigious award in the Innovation in Agriculture competition with the product Talizma, Arysta LifeScience Bulgaria EOOD will also take part in the upcoming edition AGRA 2018, where it will have the opportunity to

present to its current and future partners and agricultural producers its new product portfolio for the forthcoming 2018 season.

In its endeavor to provide agricultural producers with high-quality and reliable products that meet the needs and requirements of the market, the company will present, in addition to the already established and proven products that have gained their trust, new proposals for the upcoming agricultural season.

These are the fungicides Syllit 544 SC and Zoxis 250 SC, and the biostimulant BM Start.

Syllit 544 SC is a highly concentrated liquid formulation containing the active substance dodine 544 g/l with protective and eradivative action against the main diseases in fruit crops – apples, pears, sweet cherries, sour cherries, peaches, nectarines and olives. The efficacy of the product is not affected by high or low temperatures, and the formulation allows application on wet surfaces. The rapid penetration into the treated tissues and the formation of a protective layer ensure long-lasting protection against pathogens at the most critical moments for the crops. The product can be successfully used in Integrated Pest Management programmes against apple and pear scab, white rust and gnomoniosis in sweet and sour cherry, and peach leaf curl. It can also be used for early disease control at bud swelling in these crops, as it is included in the NATIONAL PROGRAMME FOR PEST CONTROL IN PERMANENT CROPS DURING THE WINTER PERIOD for apple, pear and peach.

The other new fungicide for the Bulgarian market is Zoxis 250 SC, which contains 250 g/l azoxystrobin. It is a broad-spectrum fungicide with translaminar systemic action for the control of a large number of diseases (downy mildews, powdery mildews, rusts, grey mould, alternarioses, etc.) in cereals (including rice), legumes, vegetable crops, cucurbits, onion, garlic, leek and artichoke. In addition to its fungicidal effect, the product also has a pronounced “green leaf” effect – it stimulates photosynthesis and delays leaf senescence, which in turn allows plants to use water and nutrients more efficiently.

From the group of biostimulants, Arysta will offer from this year BM Start, which successfully complements the range of already well-known and established biostimulants on the Bulgarian market with its unique physioactivator technology – Apetaizer, Tonivit and Multoleo, produced in France.

A highly effective liquid biostimulant (patented technology) based on filtrate of seaweed extract (GA 142) and micronutrients, it stimulates flowering, improves pollination, activates the synthesis of polyamines (the flowering hormones), increases fruit set and development, stimulates cell division, enhances plant tolerance to stress conditions, improves plant physiology and metabolism and the ability to absorb and utilize more effectively the nutrients from the soil. It corrects deficiencies and supplies plants with readily available Sulphur (S), Magnesium (Mg), Boron (B) and Molybdenum (Mo). BM Start is suitable for application in apples, pears, strawberries, potatoes and peas to increase both the quantity and quality of yield.

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