

# Viola JSC: A unique style and mission in the agriculture of Sliven Region!

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The new commercial season of the company was launched at a major presentation forum in Hisarya. The partners of Viola AE – 14 agrochemical and seed companies – presented their product portfolios for 2018 to its clients – 90 farmers from the region.

The professional interest in the products presented by the 14 companies on the information platform in Hisarya, initiated by Viola AE, was markedly high, and this fact is by no means accidental for several reasons. One of them – the impressive and authoritative presence of BASF, DuPont, Arysta LifeScience, Summit Agro, Limagrain, Euralis, Adama, Agria, KWS Agro, Ecofol, ABT, KNS Certis, Agredo and Panamin Agro – is an indication that part of the long-term vision of Viola's commercial project, which last year marked a quarter of a

century since its establishment, is the diversification of production inputs – pesticides, fertilizers, biostimulants and seeds.

What is the professional motivation for such an approach? Agriculture in the Sliven region is of a highly intensive type, with multidimensional characteristics and other specific features. In addition to the traditional field crops – wheat, sunflower, rapeseed and coriander, many orchards and vineyards are grown here. This broad format predetermines the existence of challenges in plant protection practices, fertilization and breeding. According to the specialists of Viola AE, the creation of a competitive, dynamic, transparent and high-quality commercial environment is the only option, an opportunity and a privilege for farmers to make their informed choice, to invest in the right direction with full guarantees for success.

Over time it has been proven that farmers increasingly need expertise and support to increase the intensity, integrity and sustainability of their production in an increasingly uncertain climatic, phytosanitary and financial environment. Year after year, step by step, with a great deal of work, dedication, perseverance and strong motivation, Viola AE carefully and precisely selects and upgrades its corporate consultancy model, based on high agronomic qualities and indicators and on adequate market behavior. Today, 26 years after it began its presence in the agriculture of Sliven district, it can be stated with certainty that Viola AE is an indispensable factor in the formulation and implementation of all conceptual strategies for the modernization and transformation of crop production in the region.

Viola AE has achieved a large-scale technological and market breakthrough. A high level of organization, logistical potential, easy access to its information panel – these are all things that make the difference. Viola AE is the preferred partner of farmers from the Sliven region. It enjoys an impressively high credit of trust. Viola AE is well aware that to possess informational capital, professional competencies, partner support and engagement means to be able to set the direction and influence the agenda. And this is a mission that Viola AE carries out correctly and responsibly, with confidence!