

Viola AE: To reach the goal, a person needs only one thing – to keep moving!

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The Sliven-based company VIOLA JSC opened its new commercial season at a landmark location – Arbanasi near Veliko Tarnovo, at the “Sevastokrator” hotel. The event attracted the special attention of partner companies from the agrochemical and seed industry. VIOLA JSC’s clients – farmers and agricultural producers from the regions of Sliven, Stara Zagora and Yambol, received exclusive information on this year’s commercial portfolios in the key segments – plant protection products, seeds and fertilizers.

In this case, it should be noted that the agricultural profile of the Sliven region has specific characteristics. Here, several subsectors operate in parallel, dynamically and at a high pace, with proven results: field crops – cereals, sunflower, rapeseed, as well as fruit growing and viticulture. In practice, this is a highly intensive crop

production. This presupposes high-quality, highly functional plant protection and innovative genetics, a toolkit for ensuring a high health status of the cultivated crops, sustainable yield growth, realization of added value, profit and investment resources.

VIOLA JSC is the company in the region, an official distributor of pesticides, seeds and fertilizers, which partners with the major structure-defining companies in our country, subsidiaries of the leading global companies from the agrochemical and seed industry – BASF, Corteva, Syngenta, Arysta, Sumi Agro, Adama, Kocide, as well as the Bulgarian companies Agria and Ekofol. This multi-faceted format and strong competitive environment, through the intermediation and active participation of VIOLA, provide local agricultural producers with a long-term perspective – high-class plant protection, modern breeding, and a multifactor nutritional resource for agricultural crops.

And one more very characteristic detail. VIOLA JSC is a family-owned company, founded a little more than 25 years ago by Dr. Elena Mancheva, a proven plant protection specialist. Today VIOLA is managed by the second generation of specialists – her daughter Albena Vavova and her niece Temenuga Ivanova. For a quarter of a century, VIOLA has demonstrated a combination of attitudes and qualities – a high degree of professional expertise and agronomic competence, successful market behavior, the ability to make things happen, a commercial strategy with sustainable parameters, a high success index, and a vision for tomorrow.

Another interesting question is why the companies supplying plant protection products, seeds and fertilizers seek and continue to seek partnership with VIOLA? Why are all doors open to VIOLA? The answer is very simple. VIOLA is the company that all agricultural producers in the Sliven region trust unconditionally! This remarkable partnership, based on highly valuable moral and professional loyalty and dedication, is one of the few examples in Bulgarian agriculture. A strong sign of the presence of a visionary mission, a key to building and establishing VIOLA as a leading structure, an indispensable factor in agriculture in the Sliven region.

At the meeting in Arbanasi, Albena Vavova stated: *“Our company is the richest in Bulgaria. We are rich because VIOLA together with its partners – the supplying companies and the farmers from the region, are one big family!”*

These words are neither formal courtesies nor an emotional gesture at a suitable moment. These words are confirmation that VIOLA has carried out a kind of social experiment, creating a community with a sense of belonging to a highly valuable cause, with broad communication, integrity and drive. A very special behavioral model, an unconventional breakthrough, a challenge to the business status quo and market relations in our agricultural production. This distinctive format changes the environment, creates more opportunities, strong

motivation, and new energy for accumulating and setting even higher goals. On this occasion, Dr. Mancheva shared: *“For a person to reach the goal, only one thing is needed – to keep walking!”*

VIOLA is moving forward with great confidence, with a strong individuality and unique identity, with self-assurance. It knows where it is heading and how to get there!

Read more details in issue 2/2019 of the “Plant Protection” magazine.