

# KWS Agro Bulgaria – our knowledge helps us grow!

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Yara foliar fertilizers are unique because special attention is paid in their production to the selection of nutrients and to their potential for precise application; they are not simply a mixture of nutrients, but fertilizers with a specially developed formula.

KVS Agro Bulgaria Ltd. was founded in 2000, building on the experience of the Norwegian company Norsk Hydro and its subsidiary Hydro Bulgaria. Norsk Hydro has existed under the name Yara International ASA since 2004, with its head office in Oslo, Norway. Yara is a global manufacturer of nitrogen fertilizers, NPK and specialty fertilizers; Yara has representations in more than 50 countries, and its products are sold in over 150 countries worldwide. On the territory of Bulgaria, KVS Agro Bulgaria is the sole distributor.

KVS Agro Bulgaria is a fertilizer company that offers absolutely all the necessary products for the nutrition of agricultural crops – fertilizers for soil application, for seed pre-treatment and for foliar feeding. We strive and aim for our brand to be “on the top” in the farmer’s mind. As a fertilizer company, we offer the highest-quality products, but we always endeavor for our overall image to correspond to this quality and professionalism.

KVS Agro Bulgaria has everything necessary for a successful harvest, combining agronomic knowledge with Yara’s global experience. The company offers a full range of fertilizers to achieve maximum results. Yara’s five brands represent a comprehensive global fertilization offer.

Yara’s products are well known on the Bulgarian market, and with each subsequent season we expand their portfolio. Two years ago, we started importing liquid fertilizers produced in England from the YaraVita™ range; we began with three products developed for specific needs in wheat, barley, oilseed rape, sunflower, maize – YaraVita™ Gramitrel, YaraVita™ Brasitrel, YaraVita™ Zeatrel. Thirteen products from the same range are now available to our customers, which they can find in our four own commercial outlets in the country, as well as from our distributors. The composition of YaraVita™ foliar fertilizers is unique. In the production of these fertilizers, special attention is paid to the selection of nutrients and to their potential for precise application; they are not simply a mixture of nutrients, but fertilizers with a specially developed formula.

KVS Agro Bulgaria also offers our clients broad-spectrum analyses of leaves, fruit and soil. This is the basis for preparing a balanced, economically efficient nutrition program for maximum yield, quality and crop potential. We work with Yara’s laboratory in the United Kingdom – Lancrop Laboratories. The broad-spectrum soil analysis includes the examination of: phosphorus, potassium, magnesium, calcium, sulfur, sodium, iron, manganese, copper, zinc, boron, molybdenum, pH and cation exchange capacity. There is synergy and antagonism between the individual elements; very often we observe that in fields with higher potassium values, the levels of magnesium and calcium are several times increased. The soil solution becomes saturated with positively charged ions, which hinders the normal uptake of elements by the root. When we know the characteristics of the soil, the degree of utilization of quality fertilizers allows us to calculate precisely the required nutrients, as well as their availability in the soil.

Knowledge helps us grow!