

Arysta LifeScience offers: Top-class vineyard protection!

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For a second consecutive year, the team of Arysta LifeScience Bulgaria presented to vine-growers, wine producers and pesticide distributors from Southern Bulgaria its multifunctional technological and product project for vineyard pest protection. The event, which attracted strong professional interest and a large audience, took place in the vineyard of Vinprom Karnobat near the village of Venets.

The health status of vineyards this year is one of the most pressing issues in agriculture. The major challenge, as recalled in his presentation by Miladin Nazarkov, Marketing and Sales Manager at Arysta LifeScience Bulgaria, was provoked by the unusual climatic conditions. A wide-ranging harmful potential with great impact was registered, and a powerful wave of fungal pathogens and pests was activated. The force majeure

epidemiological situation and the extreme situational environment subjected to a stress test the capabilities, capacity and qualities of high-class crop protection, which the technological complex of Arysta LifeScience in vineyards claims to provide.

At the Arysta LifeScience demonstration platform near the village of Venets, the corporate product portfolio of Arysta LifeScience for vineyards was presented, which has been selected very carefully – with original, high-quality, broad-spectrum and safe plant protection products, most of them based on new-generation active substances or new groups. Arysta LifeScience is rapidly introducing adjuvants and biostimulants. This is a clear sign that it is expanding the spectrum of action of its corporate crop protection, changing the vision and philosophy of this key practice with a highly responsible mission to produce more, higher-quality and environmentally compliant output, and to increase its resilience under conditions of uncertain climatic and phytosanitary environment, as well as nutritional and therapeutic imbalances.

Miladin Nazarkov officially confirmed the information about the new development horizon of Arysta LifeScience, until now owned by the American corporation Platform Specialty Products (PSP). PSP has agreed to sell its agro-business, carried out by Arysta LifeScience, to the Indian agrochemical producer UPL Corporation. The transaction is expected to be completed by the end of this year, or at the latest by the beginning of 2019.

According to operational information, the new company will be able to offer farmers in more than 100 countries on all continents competitive and differentiated solutions for the protection of the full range of agricultural crops. In this way, it will become a supplier company to the key agricultural markets worldwide.

This large-scale transformation is a clear sign that Arysta LifeScience, as part of the new company, is facing a new beginning, new opportunities for growth and new visionary missions. All of this entails new high expectations and the generation of an additional dose of dynamism in the agrochemical business.