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We Pursue Victory, Because We Believe In It!

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Regarding the large-format market triumph of Summit Agro on the Bulgarian market for pesticides, seeds, and fertilizers last year, achieved in an incredibly strong competitive environment, and about some characteristics, innovations, and advantages of this year's trade project, the preparation of which has already been finalized, we talk with Assoc. Prof. Dr. Miroslav Tityanov, General Manager, Hristo Krastev, Commercial Manager, and Ivan Mihov, Product Manager for Fertilizers and Seeds.

Before the substantive conversation began, the three managers thanked all their partners – suppliers, distributors, clients, and friends for their dedication, solidarity, and commitment to the cause of Summit Agro "TO BE THE BEST!" Thanks to this loyal support, this credit of trust in 2013, the company achieved a high success rate and took a worthy place among the market leaders for pesticides, seeds, and fertilizers.

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Last year, Assoc. Prof. Tityanov took the helm of Summit Agro, a subsidiary of the Japanese Sumitomo Corporation, one of the leading multinational companies. To the question of whether miracles happen and whether it is possible for to launch the corporate business so high within a year, Assoc. Prof. Tityanov defined in a broader sense his understanding of management vision, his motivation and concentration upon taking the helm of Summit Agro. In today's agricultural world, he says, we cannot talk about a competitive advantage; we can only talk about a temporary competitive advantage. A competitive advantage requires continuous innovation. Innovations help us move forward! According to his personal philosophy on the behavior of a leader in business, it means that you drive things, you turn the wheel, you lead. Mistake or not, it is important to take the initiative and not let it go. A leader is recognizable, easy to distinguish. I don't know how useful a leader is, but he is certainly successful and creative, is the opinion of Assoc. Prof. Tityanov. Others, who ponder too much, let time pass them by and the competition, which never sleeps, overtakes them like a small station!

Predictability is one of the most interesting things in business, asserts the head of Summit Agro. To be able to make new connections between events and truly foresee and recognize potential, you must develop your own cognitive, emotional, and professional capacity. It is necessary to discover new meaning in the information you receive at the moment and the events that follow. Only then can a manager assess the full range of potential opportunities, adequate to the market dynamics. The market battle, ultimately, however you look at it, is conceptual. The end customer benefits from this – to use global advantages and knowledge to produce more added value with fewer resources, to profit and move forward!

Another business credo of Assoc. Prof. Tityanov: "Our employees are the people on whom the company rests, and therefore we must make sure to retain them, motivate them to give their maximum, help them develop. I regularly remind my employees that they must aim for the stars!"

Our aspiration to establish long-term partnership with our clients, continues Assoc. Prof. Tityanov, is part of the architecture of the trade project. These people are very special to us. And they should feel special and significant. To have a sense of belonging to the company, that they are engaged with its causes, missions, and policies. The emotional connection with this special audience is in the sponsorship packages, in the PR, in the marketing, in the advertising. All these things are interconnected in a common idea. Not just your logo on some T-shirt or cap. The professional connection is in the option for the client to always be able to make an informed choice at an acceptable price. This way, the expectations of seller and buyer meet! This is the unique, this is the different, and the feeling is tremendously exciting. Business is a great thrill, it sends your adrenaline to the clouds, pleasure and satisfaction from realized ideas, from battles won!

What are the new products in the trade portfolio of Summit Agro for the protection of cereal crops and rapeseed in the spring, a topic that is the focus of attention in this issue of the magazine "Plant Protection". The answer from Hristo Krastev:

To the known herbicides in cereal crops – **Ergon, Metsuram VG, Topic 080 EC, Valsamin**, we include the herbicide **Roter 600 VG**. This herbicide is produced by Stockton Crop Protection, and represents a selective systemic herbicide for controlling annual broadleaf weeds, incl. those resistant to hormone-like products. The active base – metsulfuron-methyl is in a concentration of 600 g/kg, and the application dose – 1 g/daa. The product is exceptionally effective against a large number of weeds: common chickweed, shepherd's purse,

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lambsquarters, field pennycress, wild radish, corn spurry, dead nettle, common hemp-nettle, field poppy, field pansy, wild mustard, and field pansy.

Citrin Max is a universal broad-spectrum pyrethroid insecticide (500 g/l cypermethrin) from Agrifar-Belgium, in an innovative high-concentration formulation. It is registered in cereal crops against aphids and cereal leaf rollers, and in rapeseed - against the cabbage stem flea beetle, the cabbage seedpod weevil, the rape blossom beetle, the rape leaf sawfly, the cabbage stem weevil, and the cabbage stem flea beetle. It is effective against all development stages of the pests with a low application dose.

Lambda 5 EC is also a pyrethroid insecticide (50 g/l lambda-cyhalothrin) from Stockton Crop Protection. It is registered against the harmful cereal stem borer – larvae at a dose of 12.5 ml/daa and adults – 20 ml/daa, common cereal leaf beetle – 12.5 ml/daa, and rape blossom beetle – 15 ml/daa.

The fungicide portfolio includes the flagship **Kumugin 5 EW** (50 g/l cyflufenamid). The product from Nippon Soda is the specialist with protective and curative functions against powdery mildew in cereal crops. It has a different mode of action from competing products. It is effective against all strains of the powdery mildew pathogen, incl. against strains with developed resistance to fungicides from other chemical groups.

Against powdery mildew in wheat, **Topsin M 70 WDG** /70 % thiophanate-methyl/ can be successfully used. The product has systemic action from the benzimidazole group of fungicides. The active substance is taken up by the leaves and moves to all parts of the plant. There it is metabolized into MBC/methyl benzimidazole carbamate/. Thus, the active substance and MBC act bilaterally on the fungus – on one hand, they inhibit respiration in the cells, and on the other – sporulation.

Following the successful autumn campaign with microgranulated fertilizers, which Summit Agro has been developing successfully for several seasons now, we focus attention on foliar fertilizers for wheat and rapeseed, announced Ivan Mihov.

The fertilizers under the brand **TERA SORB** are biostimulants, created based on 18 amino acids, obtained by the enzymatic hydrolysis method. The fertilizers have the highest content of free amino acids – up to 20%. They are applied whenever plants are under stress, and during critical periods for crop growth such as the start of vegetation, ear development, etc.

Last N, Sazolen, and Green Med are unique products that contain methylene urea – the form of nitrogen with the highest absorption coefficient through the leaves. Characteristic of these fertilizers is the gradual release of nitrogen, according to the needs of the plant, following the development of the crop. The products do not contain nitrates. **Mix Oil** and **Fotrel** are two products with the highest sulfur content – an indispensable element for oilseed and cereal crops. **Green Ultra and Universal Bio** are balanced NPK products containing amino acids.

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"TO BE THE BEST!" In the cause of Summit Agro, the formula for sustainable business growth is encoded. Last year, the company brilliantly demonstrated its powerful restart on the Bulgarian market. Its management, headed by Assoc. Prof. Dr. Miroslav Tityanov, positioned its exclusive trade project in the right place, at the right time – the zone of success. Summit Agro showed in the best possible way its flexibility and commitment. Flexibility in

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defining working solutions for complex service with seeds, plant protection products, and fertilizers from recognizable and creative suppliers and distributors. Commitment to the idea of large-format transformation and maximum intensification of Bulgarian agriculture, for turning it into sustainable and profitable production.

On the threshold of this year's agricultural campaign, Summit Agro formalizes the new growth territories of the corporate business and the horizons for moving forward and upward. In the 2014 trade project, active building continues – meaning new partnerships, new products, new market horizons, new people in the team... We are pursuing Victory because we believe in it, declares Assoc. Prof. Tityanov! And that, according to him, means – a fast track and movement at full speed, a sense of self-importance, entrepreneurial spirit, reformer talent, and, of course, an appetite for new Victories!/***PP***/