

AGREEDO: A long-term horizon for agricultural innovation!

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АГРЕЕДО

In early 2016, Dimitar Petkov, one of the successful figures in Bulgarian agribusiness, launched his new project – the company **AGREDO**, which will partner on the Bulgarian market with the French company MOMONT and the Spanish DAYMSA. Dimitar Petkov's return after a two-year absence is a signal that something new and creative is happening in the domestic agricultural market – with great energy and a high level of agronomic competence. Welcome to the AGREDO stand in hall No 13 at the International Agricultural Exhibition "AGRA" - from February 24, 2016 to February 28, 2016.*

The establishment of his own company AGREDO is an expression of Dimitar Petkov's desire for change and development in the agricultural industry. Every company must have a plan and a clearly defined strategy, in which tactics for achieving the desired results are formulated.

AGREDO is a new company, but with extensive experience in modern agriculture. The goal is to provide **active solutions** to Bulgarian farmers. Choosing suitable seeds is the most important task for every farmer, but a sober analysis of the industry in recent years has shown that success favors those who limit stress and manage production processes. AGREDO is actively working in this direction – offering quality seeds, overcoming stress and limiting the influence of adverse factors during vegetation with the support of international partners - DAYMSA and MOMONT.

DESARROLLO AGRICOLA Y MINERO, S.A - DAYMSA, marks a new beginning with revolutionary development of special agricultural solutions since 1979 and belongs to the SAMCA group. DAYMSA develops, manufactures, and markets special nutritional products and phytoprotectors. The company began its production and commercial activity in Spain with a very specific mission: to develop the recently discovered leonardite deposits and produce unique products for agriculture: Physiological Stimulants, Metabolism Activators, Yield Enhancers, Soil Improvers, Protective Inducers, Micronutrients.

MOMONT is a family-owned company, a leader in modern plant species selection. Founded in 1860 in France and managed today by the 5th generation, MOMONT possesses a key genetic resource to meet the seed market's demand for a broad and effective portfolio of varieties and hybrids. There is strong interest from farmers in cereal varieties, oilseed rape hybrids, corn, peas, etc. On October 1, 2014, MOMONT joined the large KWS family.

The main goals of all farmers are related to obtaining the maximum possible yields with the highest quality of production for the purpose of profitable and lucrative production. Modern farming is a complex structure that requires in-depth knowledge of plant biology and the influence of the environment. We increasingly define this influence as stress.

Stress such as drought, waterlogging, high or low temperatures, late or early frosts, hail, herbicide phytotoxicity, lack of macro or micro elements, has a negative impact on plant metabolism. Often farmers have to deal with several stressful situations during one growing season. AGREDO strives to help in a natural way for the smooth passage through all stages of development of the crop or garden, in order to achieve maximum results.

Modern agriculture is a modern business that requires concentration and in-depth knowledge in many areas. AGREDO offers the Bulgarian market a rich range of biostimulants, which not only nourish plants but also increase yield based on their active ingredients of natural origin and exceptional production processes.

***Dimitar Petkov** has held various positions in the representative offices of leading agrochemical and seed companies in our country – Dow AgroSciences, DuPont, Monsanto, KWS. Most surprisingly, two years ago he left KWS, to reappear at the beginning of 2016 with his new project - AGREDO.

“If you want to be successful, you cannot go with the flow. If you don't take risks and change, if you don't demonstrate difference, if you can't work outside your comfort zone – you remain at a lower level than you could be. The thrill of proving yourself every day is a great challenge and is very exciting in the career of every professional. Two years ago I made an important decision that shocked both relatives and friends. I withdrew without unnecessary noise and drama from the position of manager of KWS Semena Bulgaria, a subsidiary of one of the largest seed companies in the world. For 11 years, together with my colleagues, we achieved incredible results in Bulgaria and in 2013 I realized that I had already achieved what I had set out to do in 2003. I am sincerely grateful to fate for giving me the opportunity to work with exceptional people and professionals, these are all members of the KWS Semena Bulgaria team!”, shares Dimitar Petkov exclusively for the magazine "Plant Protection".