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# Generate news, create perspectives, new platforms

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AGREVA – the new national commercial representation of the Plovdiv-based company ID Imperial, located in Stara Zagora and Veliko Tarnovo, presents the vision of its conceptual project for an integrated approach to its partners – the agricultural producers in the country. Svetlozar Dragushev, Manager of ID Imperial, announced the launch of the corporate conceptual model for an integrated approach to the company's partners – the agricultural producers in the country.

One of the objectives of the **AGREVA** project is a sharp improvement in the professional and technological servicing of production, in accordance with the specific features of climate, soil and water resources, the professional capacity and technical equipment of each individual farm, of each plot. The specialists of **AGREVA**

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will develop individual systems for analysis and improvement of soil fertility, crop rotation, technologies for cultivation and crop protection against pests. Finally: monitoring of crops and the phytosanitary environment, diagnostics and findings with recommendations on how to most appropriately realize the potential of each field.

Let us recall that the Seed House “Sadovo”, part of ID Imperial, is one of the two private breeding and seed production centres for cereal crops in Bulgaria. The four commercial varieties of SH ”Sadovo” – Apolon, Trakiika, Lazur and Zebrets, and the triticale Musala are premium brands in the national varietal list. “Offspring” of classical genetics, they possess “iron” immunity – a high degree of tolerance to diseases, exceptionally good plasticity, and resistance to all stressful abiotic factors. They are of an intensive type, with very high yield potential. The grain has high technological and quality parameters. This remarkable genetics is one of the few surviving strongholds against the crusade of foreign breeding on our lands...

SH ”Sadovo” has its own ultra-modern technological complex for comprehensive preparation of basic seed for sowing – cleaning, calibrating, treating. Assoc. Prof. Marina Marcheva, Head of the SH ”Sadovo” breeding project, announced several items of news. Last year the variety Apolon set a national record – 1330 kg/ha. This occurred in a production plot of the company Agrotrade Commerce in the village of Podem, Pleven Region. Another piece of fake news has been disproved, namely that the varieties of SH ”Sadovo” perform better in Southern Bulgaria.

The gentlemen Dragushev – Ivan and his sons Svetlozar and Petar, owners of ID Imperial, have structured yet another long-term vision of their business. With a high degree of certainty it can be stated that the Dragushev family have insightfully foreseen the course of developments in domestic agriculture and have prepared themselves in the best possible way. The slogan of **AGREVA** is ***TOGETHER FOR EFFECTIVE SOLUTIONS!*** This is by no means a random choice, because collaboration as a sustainable working model has always provided them with an advantage over the competition. Over the past 25 years the Dragushev family have been successful in all their undertakings. It is true that in many cases they take risks and experiment, but according to their business philosophy, when you do not take risks, you remain at a lower level than the one you are capable of reaching. Because if you want to be a Winner, you cannot afford to drift with the current.