

BRINGING R&D TO THE OLIVE FARMER

ABIM – Natural Substances 23 October 2018

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The Olive Excellence Center project



The Olive Excellence Center project

University of Cordoba, pillar of the Excellence Center



- **Agronomy Department - Pr. Antonio Trapero** : Reference on Olive Crop Health.
- Collaboration on :
 - **Development programs**
 - **Training & communication**

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 - Programs of crop protection and biostimulation treatments, combining conventional and natural products.

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Crop Protection + BioSolutions

Bringing the R&D to the farmer



Innovation. Agility. Results.

The Olive Excellence Center project

ProNutiva® Solutions Provides value to the farmer



Arysta LifeScience's ProNutiva® improves farmer economics by creating integrated solutions consisting of protection, stimulation and/or nutritional inputs, derived from natural BioSolutions and conventional crop protection products.

Strong Benefits for Farmers

Demonstrated value-added benefits such as:

- Higher yield, better quality
- Improved crop protection
- Resistance management
- Meet evolving food chain requirements and sustainable agricultural practices

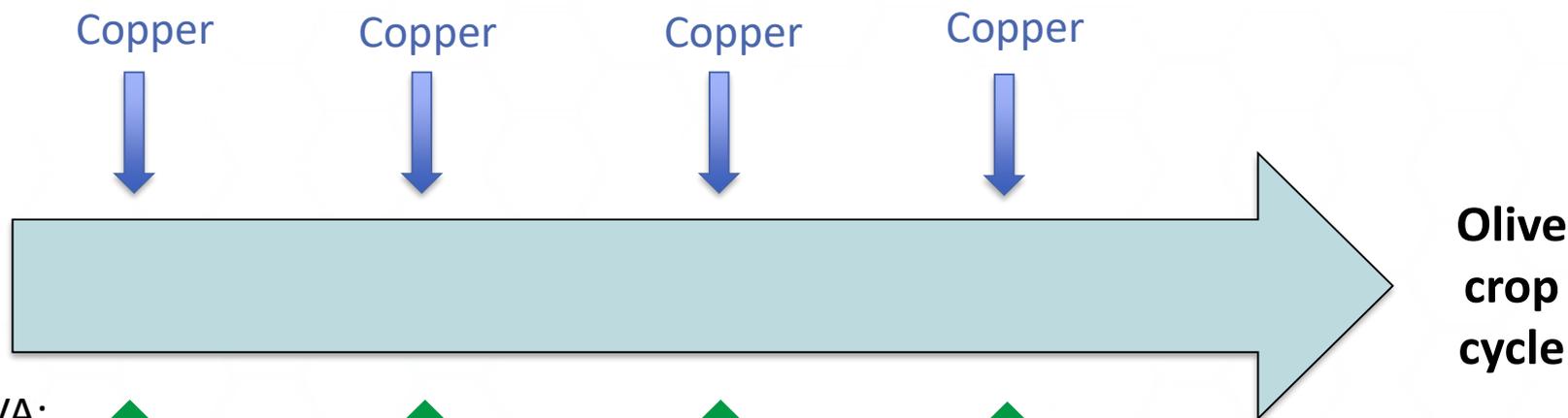
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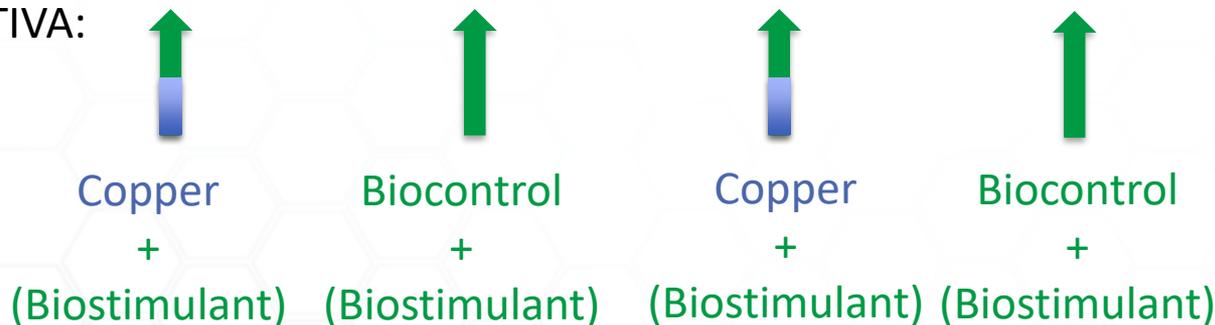
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GROWER:



PRONUTIVA:



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 - **Training & communication** :
 - Different activities such as conferences focused on producers and advisors.

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The role of Arysta



- Arysta is the **driver** of this project
- Arysta is **the platform for communication and knowledge transfer** to the sector with focus in **providing solutions including natural products**.
- Arysta will be the **connection to the farmers**, transferring the R&D through different activities with producers and advisors such as :
 - Conferences
 - Trainings
 - Workshops
 - Trial visit
 - Technical Support



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Summary



The goal of the **Olive Excellence Center** is to analyze the technical needs of the olive sector in terms of **plant health, production, and quality** and to **provide complete solutions with minimal residue**.

The **key driver** of the Excellence Center is the **proximity to the sector** : ARYSTA ensures that innovation is adopted by the sector in a changing agricultural environment.

Thank you
for your attention