

## Novel agroecological innovation improves sunflower performance

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In conjunction with the International Day for Climate Risk Prevention, Elicit Plant convened agribusiness professionals and experts around the world to discuss the challenges of climate change in agriculture.

During the event, the Elicit Plant announced the deployment of this unique solution for corn crops, BEST-a, in Brazil, Ukraine and throughout Europe by the end of this year. Additionally, a new solution designed especially for sunflowers was launched in Europe: EliSun-a.

### EliSun-a, is the new innovative solution to care for sunflower crops

In addition to alleviating water stress on crops around the world, Elicit Plant also fosters synergistic cooperation with other harvesting methods. A consequence of climate change today is water stress. It is a threat to the most important agricultural regions and affects, above all, crops that cannot fully benefit from integrated irrigation systems because of their size, as are specialty crops.

This lack of balance becomes an even greater concern because 50% of the world's population's caloric intake comes from just four crops: cereals, rice, corn and soybeans. These crops are often not taken into account when fighting to prevent drought. Furthermore, if the right solution is not found, food security will be threatened. More than ever, our ambition is to accelerate the adaptation of the agricultural world to manage the rapid changes brought about by climate change," explains **Aymeric Molin**, farmer and co-founder of Elicit Plant.

By the end of 2023, the product will be available throughout Europe. Currently, there are 300,000 hectares that will have been treated with our product. Regarding sales forecasts, we anticipate a strong increase compared to last year, with figures

up to seven times higher than those of the previous 12 months." concludes **Jean-François Déchant**, general manager of Elicit Plant.

"There are more than 200 different phytosterols in nature. Each one is specific to a type of stress and a type of species. Our technological platform, called EliTerra<sup>®</sup>, has allowed us to develop a new solution fully adapted to sunflowers. To "By 2025, we will also be able to offer new products for straw cereals" says Jean-François Déchant.