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BiOWiSH technologies and Syngenta Groupâ??s MAP launch BiOWiSHÂ®Â enhanced efficiency fertilizer in China

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BiOWiSH Technologies, Inc. and MAP (Modern Agricultural Program), the sole agricultural service program of Syngenta Group China, announced the signing of a Strategic Cooperation Agreement initiating the commercial availability of BiOWiSH Â® Enhanced Efficiency Fertilizer (EEF) throughout China.

The new EEFs leverage BiOWiSHÂ® Crop Liquid, a blend of proprietary microbial cultures coated onto dry fertilizer or mixed with liquid fertilizers, to help increase crop production economically, safely and sustainably. Under the agreement, MAP will launch a range of BiOWiSHÂ® EEFs and operate as a BiOWiSH distributor in the country.

BiOWiSHÂ® Enhanced Efficiency Fertilizer is specifically designed to optimize yield potential by improved nutrient uptake and improved soil conditions for increased plant vigor. Featuring BiOWiSHâ??s proprietary HoloGene 3â?¢ technology, BiOWiSH Â® endophytic *Bacillus* delivers soil nutrients to crops through the rhizophagy cycle, creating a symbiotic relationship between the plant and soil microbes. This unique mode of action, combined with the productâ??s industry-leading shelf life, is proven to achieve consistent desired results across a broad range of operating conditions, climates and environments â?? all at a low cost to farmers.

Microbially enhanced fertilizers provide a natural and sustainable way to meet these challenges. Biological enhanced fertilizers are essential to improving soil conditions and creating sustainable agriculture management practices. â??After two years of extensive laboratory and field evaluation with MAP, we are very proud to bring our advanced enhanced efficiency fertilizer technology to China, the worldâ??s largest fertilizer market,â? said Rod Vautier, President of BiOWiSH.

â??Together, we are committed to helping improve food security, agricultural productivity and rural incomes and contribute to the continuous improvement of Chinese agriculture.â?•

â??MAP is a responsible agricultural platform that brings advanced technologies and products to Chinese farmers,â? said Jianbo Liu, Vice President of Syngenta Group China and General Manager of MAP and Digital Agriculture. â??We are glad to deepen a comprehensive and complementary cooperation with BiOWiSH because we are both technology-driven companies. I hope we can work jointly to develop and introduce better products to the market to meet the needs of Chinese agriculture.â?

Lilong Qin, General Manager of MAP Grain Crop Division, said â??In line with the national policies for fertilizer usage reduction, sustainable agriculture and low-carbon emissions, our strategic partnership with BiOWiSH allows us to provide customers an updated product portfolio, improved technology, better service and optimal field performance.â? BiOWiSHÂ® Enhanced Efficiency Fertilizer is currently available for purchase at several MAP locations in China, with rapid expansion expected throughout 2024.