

Rovensa Next launches new biostimulant portfolio to improve crop yield and quality

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Agriculture plays a crucial role in ensuring food security and nutrition worldwide. Crop quality traits are essential for their marketability, consumer acceptance, and overall nutritional value. Ensuring high-quality crops in agriculture, particularly fruits, vegetables, and potatoes, involves overcoming several challenges. These challenges span from pre-harvest to post-harvest stages and can significantly impact the marketability and nutritional value of the produce.

Rovensa Next has launched **Biostimulation 360** that can offer growers to overcome challenges and enhance the quality and, thus, profitability of their crops to overcome these challenges.

Several physical, chemical, and biological traits determine crop quality. These traits influence the crops' usability for food, feed, industrial applications, and seed production.

Various parameters define the quality of agricultural production, which can be summarized into two main groups. **External parameters** include caliber/shape, homogeneity, color/pigments, and firmness/cracking. **Internal parameters** encompass flavor, texture, and Brix grade. These parameters collectively determine the overall quality and marketability of agricultural products.

- **Size, homogeneity, and weight:** For easy packaging and processing, consumers and processors prefer uniform sizes and weights.
- **Colour and appearance:** Bright, attractive colours indicate freshness and high nutritional value. For instance, vibrant red tomatoes and deep green leafy vegetables are preferred.
- **Brix grade:** In many crops, the Brix grade is the key parameter that determines the quality level of the produce and significantly enhances its commercial value. This measurement, which indicates the sugar content in fruits and

vegetables, is crucial for assessing sweetness and overall flavor, making it a vital factor in agricultural production.Â

- **Texture and firmness:** Crops like fruits and vegetables should be appropriate to withstand transport and storage.Â

To help our growers reach the desired quality traits for their crops, Biostimulation 360Â° introducesÂ **Biimore**,Â the first Rovensa Next biostimulant, and one of the first in the market, to receive the CE mark under this new regulation.Â **Biimore**Â is a microbial extract ultra-efficient quality promoter biostimulant able to increase the sugar and nutrient movement, photosynthesis, and plant cell wall organisation in plants, with the ability to improve fruit quality in terms of size, weight, and sugar content.Â