

Rovensa Next launches "Biosolutionize Agriculture", a Global Campaign to demonstrate Biosolutions' potential to drive sustainable, profitable farming

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On farms, the results are measurable and often striking. Rovensa Next agronomical trials demonstrate: improved yields under heat and drought, increased fruit weights and quality, and earlier harvests. In soils, benefits include higher phosphorus availability, reduced water usage, enhanced spray efficiency, and farmers cutting synthetic inputs without compromising performance.

Addressing a Global Need

According to the Food and Agriculture Organization of the United Nations, food systems account for about one third of global greenhouse gas emissions, which makes farm-level efficiency and resilience central to climate goals.

Given that agriculture accounts for roughly 70% of global freshwater withdrawals, enhancing water-use efficiency is paramount, especially in drought-prone regions. Moreover, with 33% of soils already degraded a figure projected to rise sharply by 2050 if current trends persist protecting soil functions and vitality becomes an urgent imperative.

Rovensa Next biosolutions are built to tackle current real-world pressures through integrated crop strategies. More than just products, they represent a comprehensive solution, combining biological and natural-based products, innovative technologies, and farming practices. This approach equips growers with essential tools to promote sustainable agriculture and address the global challenges facing the sector today.

This is why the company offers the widest science-backed portfolio in the market, spanning **biostimulants**, **biofertilizers**, **bionutrition**, **biocontrol** (bioinsecticides, bionematicides, biofungicides), and **adjuvants**. It includes bespoke crop programs and local expertise in over ninety countries, effectively blending global reach with local insights.

Measurable Impact: Driving Profitability and Sustainability

Rovensa Next's biosolutions deliver tangible results, showcasing how integrated strategies enhance farm profitability and sustainability. Recent highlights include:

- **Abiotic Stress Resilience:** Integrated biostimulation strategies, like Biostimulation 360°, boost crop tolerance to heat and drought, and drive yield gains (e.g., Phylgreen delivered an average 12.8% yield increase, while Delfan Plus delivered a 9.6% increase in 167 trials).
- **Enhanced Soil Vitality:** Biosolutions programs such as Wiibio or Humifirst regenerate soils by increasing root biomass. (e.g., Wiibio showed an 18% increase in root biomass and a 69% rise in plant-available phosphorus in trials while also promoting soil microbial activity and diversity).
- **Optimized Water Use:** Integrated solutions that combine cornerstone products such as Transformer and Humistar improve water retention and distribution, with the potential to reduce irrigation volumes by up to 25% in trials, depending on crop and conditions.
- **Crop Quality and Resilience:** Innovative biostimulant technologies, powered by biological fermentation, such as Biimore, boost fruit setting and individual fruit weight while maintaining or increasing brix, avoiding dilution effects. (e.g., Biimore delivered on average +10.6% yield increase across 374 trials, with consistent examples of pack out yield increases >20% in horticultural crops). Other solutions, including Maxi-Grow Excel help maintain or improve quality traits under challenging growth conditions while boosting size and overall crop performance.
- **Lower Synthetic Inputs:** Integrated programs combining biocontrol, adjuvants, and biofertilizers have achieved up to 20% reductions in synthetic inputs in fruit and vegetable systems while maintaining or improving yield and quality. (e.g., Prev-Am and Pyrethrin sequences reduced synthetic insecticide applications by 30-40%).
- **Effective Pest & Disease Management:** Integrated biocontrol and adjuvant strategies, combining differing modes of action such as mixing Ospos Vi55, Prev-Am, and/or Tec-Fort with Wetcit, achieved >90% knockdown of pests such as whitefly and mites, and reductions up to 85% in powdery mildew, supporting resistance management.