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Nitro expands crop technology portfolio with stay up for soybean and bean producers

09 June 2026 | News

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Brazilian agricultural inputs company Nitro has launched Stay Up, a new plant growth regulator designed to improve productivity in soybean and bean crops by controlling excessive vegetative growth and directing more plant energy toward pod formation and grain production.

The product was officially introduced during a technical event in Sorriso, Mato Grosso, one of Brazilâ??s most important grain-producing regions, attended by farmers, agronomists, consultants and industry stakeholders.

According to VinÃcius Marangoni, Portfolio Manager at Nitro, Stay Up is the result of several years of research and field validation conducted across diverse agricultural regions of Brazil.

The technology works by regulating hormonal activity within the plant. Nitro explained that Stay Up influences the transport of auxin, a hormone associated with vegetative growth. By moderating auxin activity, the product helps maintain cytokinin function, supporting branching, pod setting and grain development.

The company said field trials recorded average productivity gains of four to five bags per hectare, while more than 85 percent of evaluated trial areas delivered yield improvements exceeding one bag per hectare.

Nitro conducted validation trials at approximately 400 locations across Brazilâ??s South, Southeast, Central-West, North and Northeast regions. Results were particularly strong in highly productive farming environments.

Expanding Presence in Brazilian Agriculture

The launch also highlights Nitroâ??s rapid expansion in the agricultural sector since entering the market in 2019.

According to Leonardo de Souza, Commercial Manager for Mato Grosso and RondÃ´nia, the company has grown from a small national operation to a major player in Brazilian agriculture.

â??Nitro began its agricultural business with just 12 professionals serving the entire country. Today, more than 180 employees work directly in the field supporting growers,â?• de Souza said.

Over the same period, the companyâ??s agricultural revenue reportedly expanded from approximately BRL 30 million to nearly BRL 1 billion annually, reflecting growing adoption of its crop nutrition and agricultural technology portfolio.

Nitroâ??s current offering spans soil nutrition products, micronutrients, foliar fertilizers, biological solutions, seed treatment technologies and adjuvants, positioning the company across multiple segments of modern crop management.

Looking ahead, the company plans to accelerate innovation efforts, with more than 30 new products currently under development.

â??We continue to invest significantly in research and development to deliver new technologies that help farmers improve productivity and sustainability,â?• de Souza said.

With the launch of Stay Up, Nitro is strengthening its focus on advanced crop management solutions aimed at helping growers maximize yields in increasingly intensive and technology-driven production systems.