

Kubota increases stake in UV boosting to expand climate-smart crop solutions

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The expanded partnership aims to bring innovative UV-based disease management solutions to vineyards, orchards and vegetable growers through Kubota's European sales network



Kubota Corporation has expanded its commitment to sustainable agriculture by making an additional investment in French agri-tech startup UV Boosting through its European holding company, Kubota Holdings Europe (KHE). The move is aimed at accelerating the commercialization of innovative UV-based crop protection technologies across Europe while reinforcing the long-term strategic partnership between the two companies.

The latest investment builds on Kubota's initial backing of UV Boosting in 2024, after which the companies collaborated on demonstration trials to evaluate the technology under commercial farming conditions. Following encouraging results, Kubota began marketing UV Boosting's products this year through its established European distribution network, marking a significant step toward wider adoption.

The partnership comes at a time when European agriculture is increasingly prioritizing technologies that lower environmental impact and reduce dependence on conventional chemical crop protection products. Regulatory pressures, sustainability targets, and growing consumer demand for environmentally responsible farming practices are driving interest in alternative disease management solutions.

UV Boosting has developed a proprietary UV flash technology that uses short-wavelength ultraviolet light to activate plants' natural defense mechanisms. Rather than targeting pathogens directly, the technology stimulates the production of salicylic acid and other plant hormones, strengthening the plant's own resistance against diseases while improving tolerance to environmental stresses such as frost and drought.

The technology has broad applicability across high-value crops, including vineyards, orchards, and vegetable production, where disease pressure and pesticide use remain significant challenges. By enhancing natural plant immunity, the solution offers growers an opportunity to reduce chemical inputs without compromising productivity.

Independent field evaluations have demonstrated promising performance in vineyards, where the technology achieved a 40% reduction in disease incidence alongside a 13% increase in yield. These outcomes highlight its potential to support both economic and environmental sustainability in specialty crop production.

With the additional investment, Kubota intends to expand the deployment of UV Boosting's technology across Europe, helping growers improve disease management, strengthen climate resilience, and advance more sustainable agricultural production systems. The collaboration also aligns with Kubota's broader strategy of investing in innovative technologies that address emerging challenges in global agriculture while supporting the transition toward low-impact farming.