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ADM expands biostimulant footprint as REDSTAR launches REDVITA 43 across Midwest

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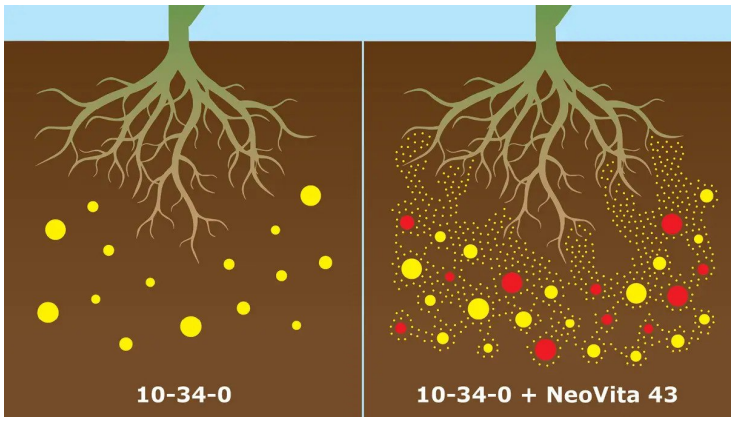
REDSTAR will manufacture and distribute the biostimulant across the Midwest and Rocky Mountain regions, targeting growing demand for biological agricultural inputs



Archer Daniels Midland (ADM) is expanding the commercial reach of its biological crop enhancement portfolio through a new distribution partnership with REDSTAR, as demand continues to rise for products that improve nutrient efficiency and support sustainable crop production.

Under the agreement, REDSTAR will manufacture and market ADM's NeoVita 43 biostimulant under the REDVITA 43 brand, distributing the product through its agricultural retail network and direct sales channels across the Midwest and Rocky Mountain regions of the United States.

The partnership reflects the growing momentum behind biostimulants as growers seek technologies capable of improving crop performance while maximising fertilizer efficiency and enhancing soil health. As input costs remain elevated and sustainability expectations increase, biological products are becoming an increasingly important component of integrated crop management programmes.

Although marketed under a new brand name, REDVITA 43 retains the same formulation as ADM's NeoVita 43. The sugar-based biostimulant is designed to stimulate beneficial microbial activity within the soil, improving nutrient availability and helping crops establish stronger early-season growth.

Strengthening soil microbial activity has become a major area of focus across modern agriculture as producers look to improve nutrient uptake, increase fertilizer-use efficiency and build greater resilience under increasingly variable growing conditions.

The companies point to extensive field evaluations conducted over multiple growing seasons at the University of Illinois Urbana-Champaign, where the product demonstrated measurable agronomic benefits. According to the trial results, corn treated with the biostimulant alongside liquid starter fertilizer produced yield gains of up to seven bushels per acre compared with applications using starter fertilizer alone.

The product has been developed with application flexibility to fit existing farming practices. It can be applied together with liquid starter fertilizers during planting to promote vigorous crop establishment or used as a foliar application to enhance herbicide performance while providing crops with an immediately available energy source during key growth stages.

The distribution agreement significantly expands market access for the technology. REDSTAR plans to supply REDVITA 43 through its established dealer and grower network spanning 18 U.S. states, making the product available in both bulk and tote packaging formats to accommodate different farm sizes and distribution requirements.

For ADM, the collaboration strengthens its strategy of leveraging partnerships to accelerate adoption of biological crop technologies without significantly expanding its own direct distribution footprint. For REDSTAR, the agreement adds an established biostimulant technology to its portfolio at a time when biological inputs are becoming an increasingly important category within agricultural retail.

The broader agricultural inputs industry is witnessing rising investment in biostimulants as growers seek complementary solutions alongside conventional fertilizers and crop protection products. Unlike traditional inputs, biostimulants are designed to enhance natural biological processes that improve nutrient efficiency, crop development and overall plant health rather than directly supplying nutrients or controlling pests.

As precision agriculture and regenerative farming practices continue to gain traction, products capable of improving soil function and nutrient utilisation are expected to play a growing role in supporting both farm profitability and environmental sustainability.

The ADM-REDSTAR partnership underscores this shift, reflecting the industry's broader transition towards integrated crop nutrition strategies that combine conventional inputs with biological innovations to improve productivity while optimising resource use.