Idai Nature expands its innovative capacity with its new laboratory

Idai Nature**, a manufacturer of unique natural solutions for the cultivation of fruit and vegetables without chemical residues, has inaugurated on January 10th a new laboratory in its central facilities, in the Valencian town of La Pobla de Vallbona, that will contribute to reinforce its continuous bet on the development of pioneering formulations that recover ancestral agricultural methods through the use of current technology, according to the company's CEO Carlos Ledó. He also highlighted the research that has been carried out by this firm in plant extracts with bio-insecticidal activity, "that allow us to cure plants with plants".**

The inauguration was chaired by the President of the Generalitat, Ximo Puig, who stressed that "Idai Nature is a fundamental part of the Valencian Community's reputation that needs to look towards the future with sustainability"

Puig also highlighted that Idai Nature is a company that Valencians feel especially proud of *because it combines the primary sector with the most advanced technology, the new economy and innovation.*

On the occasion of this inaugural event, the company's board met with the President of the Generalitat, the Minister of Agriculture, the Autonomous Secretary of Agriculture and the Mayor of the Pobla de Vallbona where they addressed key aspects of the agricultural sector present and future.

> Idai Nature has always been making a great investment in technical and human resources for its laboratory, as evidenced by the fact that its R & D budget is five times higher than the average of its sector

With the inauguration of its new laboratory, totally reformed and with instrumentalization of the latest technology, this firm goes a step further in that direction. An important investment that "will allow us to expand our capacity for continuous innovation to continue offering completely unique natural solutions for agriculture", according to Ledó.

> In the last two years, Idai Nature has tripled its turnover, closing 2016 with figures around 9 million. The staff of this firm has gone from 23 employees in 2013 to about 80 in 2016 and expects to surpass 100 next year

The exponential growth of its turnover is a reflection of the important national and international expansion of this company. Thus, in recent years, the group has opened subsidiaries in Mexico, Algeria and Turkey, from where it supplies the demand from Africa and Russia. *To these is added the subsidiary opened last October in the United States.* "Our greatest challenge is to convey to

everyone the importance of an agriculture without chemical residues for our lives and for the environment," concluded Ledó during the inauguration.

Source: Idai Nature