HORTALAN and ECONATUR join in LivePlant Biotech

This Friday, June 11, the official presentation of LivePlant Biotech took place, HORTALAN and ECONATUR come together to create the LivePlant Biotech company, with the aim of promoting biotechnological and eco-sustainable development in cutting-edge agriculture.

LivePlant Biotech is a business project that was born from the commitment of the companies HORTALAN and ECONATUR to lead the sector of eco-sustainable, ethical agricultural production, and committed to efficient agricultural production, to value the generation of high-quality and healthy food, while maintaining our natural environment.

The event opened by welcoming the Mayor of La Carlota, Mr. Antonio Granados, the town where the event took place. Then the Government Delegate in Córdoba, Mr. Antonio Repullo, spoke, celebrating the union of these two companies and the use of synergies to promote sustainable biotechnological progress and agriculture based on good practices and respect for the environment. The Board highlighted the commitment to innovation, quality and agricultural sustainability of LivePlant Biotech.

Mr. Juan Nieto General Director of Econatur and Mr. Juan Ignacio Requena, Technical Director

and Development of Hortalan, were in charge of explaining to the attendees the bases of this new project that both lead. With LivePlant Biotech is combined the experience in the design and manufacture of inputs through eco-sustainable biotechnologies of ECONATUR, a pioneering company in its segment, with the extensive experience and agronomic knowledge of HORTALAN, a company with maximum technical capacity in the eco-sustainable management of high-demand crops in the main productive area in Europe such as Almería. This alliance will be the start of a business project of international scope and great technological capacity to cover at a high level, the needs in the models of intensive, efficient and green agriculture that have been imposed in recent years in Europe and in the main world productive areas . Models of agricultural production that respond to the social demands of sustainability, health and circularity, necessary for our current model of life.

During the event, the Mayor of El Ejido, Mr. Francisco Góngora, a town that hosts the Hortalan project, also spoke. Mr. Manuel Gómez, General Director of Agricultural and Livestock Production of the Junta de Andalucía, also took the opportunity to highlight the key role of farmers in this last difficult year that we have lived. Referring to the negotiation of the CAP, he emphasized the trend towards green agriculture, but taking into account the need to establish real measures that take into account the needs of farmers. Mr. Manuel Gómez showed his conviction that LivePlant Biotech will be a crucial agent in the agriculture of the future and an example of how Andalusian entrepreneurship is first class, with leading companies that reach international markets.

LivePlant Biotech is an innovative project with a high capacity for integrating technical synergies in the manufacture of inputs and agronomic requirements under eco-sustainable foundations, which will allow the farmer to provide agronomic solutions to promote avant-garde agriculture, committed to the health and future of everyone.