Supplier and customer, growing together

The new program is designed to create and share with customers a highly qualified on the world of solutions of this company for the nutrition of crops and bioestimulantes knowledge. Valagro Academy launch coincided with the útlima edition of Fruit Logistica. It could not be otherwise.

"Valagro Academy was was created to complement the range of innovative and sustainable solutions with highly professional and specialized technical support, able to create and share a greater awareness of the world of nutrition and bioestimulantes plant, and how specialized products Valagro can improve crop yields, in the interest of efficiency and sustainability in agriculture, "said Benoit Genot, global director of marketing for Valagro, at a press conference, chosen to coincide with the celebration of world reference event for the fruit and vegetable sector based in Berlin fruit Logistica 2016.

Innovative and sustainable solutions

"To the challenge of feeding 9 000 million in 2050, while respecting the environment and traditional agriculture inputs or organic agriculture can meet this objective. Valagro has always invested to achieve innovative solutions to increase performance crops through the bioestimulantes ", said Gianluca Di Tommaso, Global Head of crop Management Valagro.
"Biostimulants work on the physiology of crops to achieve greater productivity of crops through genetic potential level of the plant, activating their genes".

Adapted to every need

"With Valagro Academy, will be able to be increasingly sensitive to new and diverse needs of our

customers, who have always been at the center of our objectives of the company," stressed Benoit Genot, who along with Gianluca Di Tommaso , explained the objectives of this innovative project born from the will of group activities and strategies continue to focus on customers and their specific needs, to "learn to grow together" as the motto of the Academy says. In fact, the aim of the Academy is to promote a wider and shared on the world of plant nutrition and bioestimulantes consciousness, and how the specialties Valagro can improve crop yields, providing an effective and sustainable response to needs of agriculture.

Training and involvement

For this reason, Valagro Academy offers specific training coordinated by the team Valagro Crop Manager and focused on the team involved in the sale. In all branches of the Group, the sales team will participate regularly in training sessions, meetings of one to one and digital formations where you can get information and updates on the world of plant and bioestimulantes nutrition, with specific sessions on Valagro products, local requirements and the most suitable solutions to them.

Similarly, Valagro Academy will promote the involvement and active participation of its customers in choosing the best solutions for application in the field, through sessions of ad hoc training on the basis of a highly specialized and sensitive knowledge to specific requirements and local experiences.
Moreover, Valagro Academy include events dedicated to Platinum customers who will aim to deepen the technical and scientific knowledge of the company through the support of the functions of marketing and sales team, and with the participation of the section Global R & D Valagro, supported by researchers and experts from academia and research.

Synopsis of a strategy

Valagro history began 30 years ago with a distinctive value: the relentless pursuit of innovation and respect for nature and ethics. These are the qualities that enabled the company successfully established in the Italian market during the eighties, embarking on a successful path to consolidate its presence in a growing number of countries around the world. During the nineties, competition, customer focus and innovation allowed Valagro open the European market and then consolidate assert its presence in East and North and South America.

In early 2000, Valagro starts a process of industrial diversification, which has been possible thanks to major acquisitions that initially concern the bionutrients of the American company Nutrecology, specializing in nutritional specialties, and seaweed extracts provided by the Norwegian algea and Nordtang. Subsequently, Valagro Maxicrop acquires the English company, together with its subsidiaries in Australia and New Zealand, and French Samabiol.

"With the acquisition of the Indian company biopesticide Sri Biotech Laboratories India Limited, in 2015, Valagro enters the new market segment biopesticides and new technologies, such as fermentation. In this way, their presence is accentuated in the subcontinent Asia and its status as a global company stated in the production of biocontrol for agriculture. " said Gianluca Di Tommaso, Global Head of Crop Management Valagro.

For the Latin American market, Valagro build its new plant in Pirassununga, in the state of Sao Paulo (Brazil), with an investment of 10 million euros: two production lines for processing and packaging of soluble solid fertilizers in water and bioestimulantes. The plant will have an area of ??about 60,000 m² and will ensure a production of about 8,000 tons of product a year. The project will end in January 2017.

Source: Valagro