



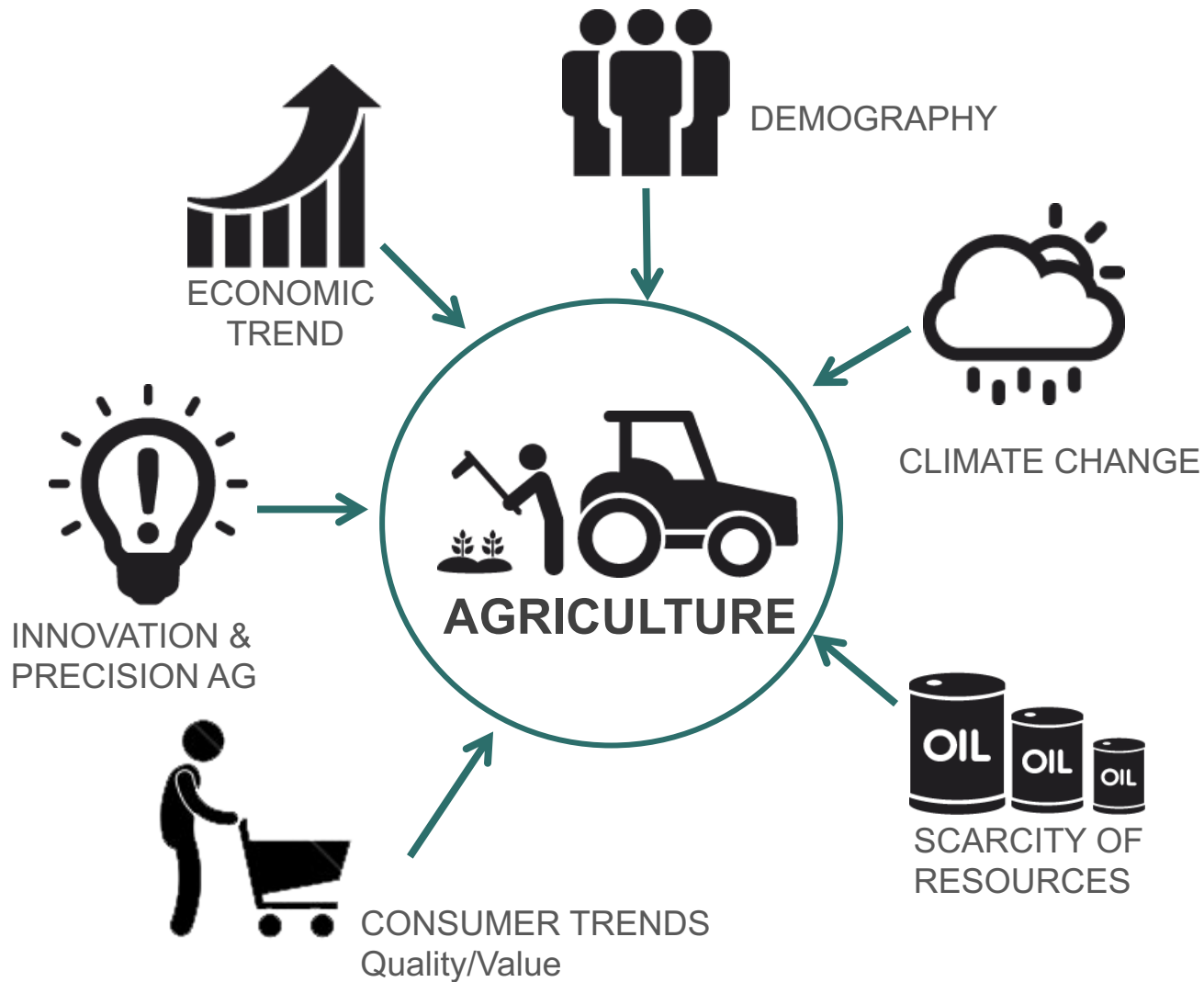
WELCOME TO VALAGRO

Where Science serves Nature

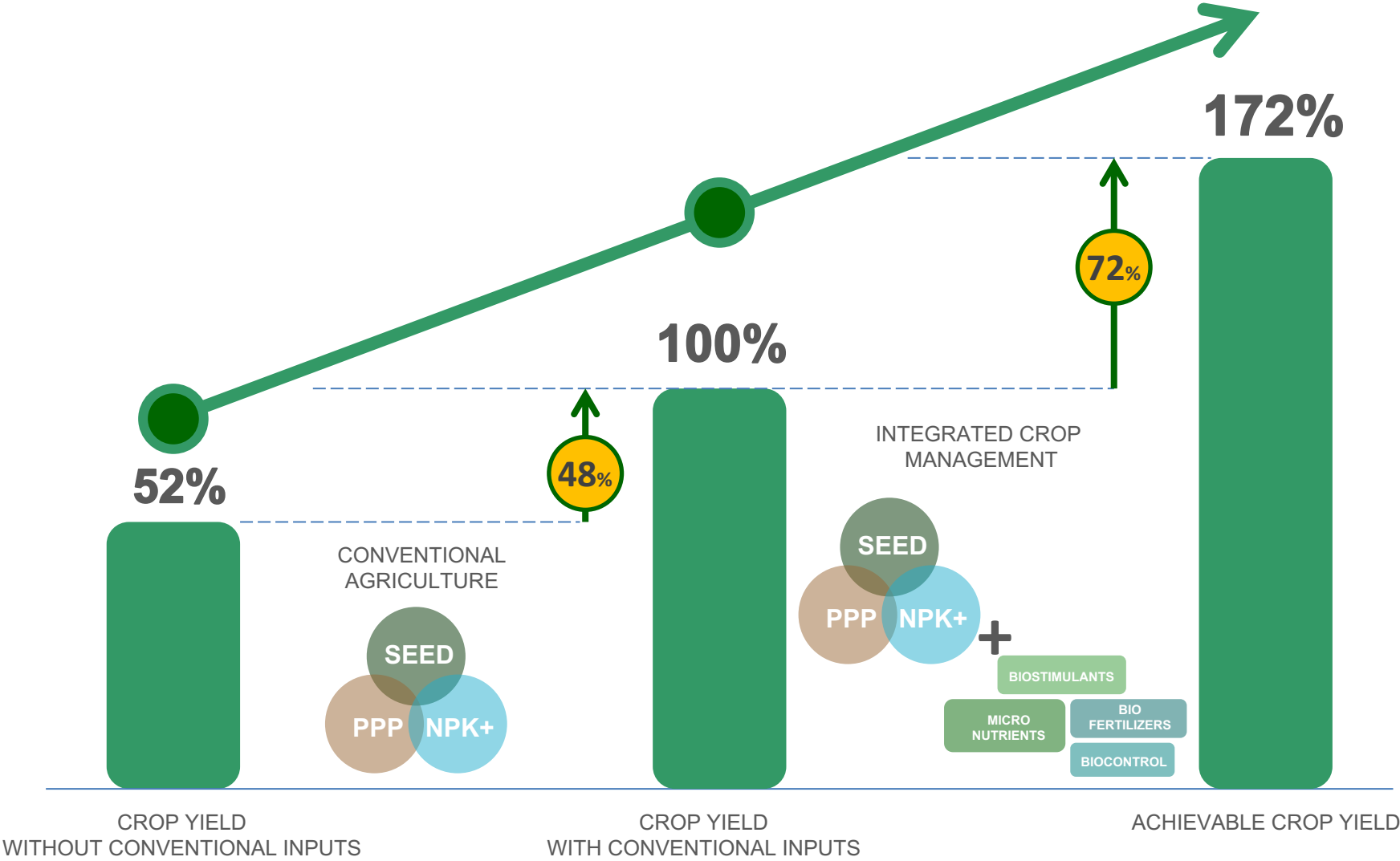
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DEMAND DRIVERS OF GLOBAL CHANGE IN AGRICULTURE



CLEAR LIMITATIONS



SWOT analysis for PBS

STRENGTHS



- Compelling value proposition
- Low tox solution - natural
- Broad benefit on all crops
- Flexible application options
- Demanded by distributors and farmers
- Innovative

WEAKNESSES



- Variable business behavior across participants
- Variable product performance
- Lack of clear regulation
- Use of PBS linked with crop commodity prices
- Low IP

OPPORTUNITIES



- Better understanding product mode of action
- Opportunities for innovation
- Identify consistent technologies
- Easily combined with other technologies
- Optimization of fertilizer inputs
- Holistic crop management
- Better value proposition
- High ROI

THREATS



- Lack of regulation
- Unauthorized use and “fake” products
- “Snake oil” products remain on the market
- Too much consolidation

THE QUESTION OF CREDIBILITY



YESTERDAY

IN THE PAST, PUBLIC AND PRIVATE RESEARCHERS OFTEN FAILED TO SUBSTANTIATE THE CLAIMS, RESULTING IN SUGGESTIONS THAT SUCH PRODUCTS WERE “SNAKE OIL”



TODAY

IN RECENT YEARS, **NEW-GENERATION OF BIOSTIMULANTS** HAVE PROVEN THEMSELVES AS YIELD ENHANCERS

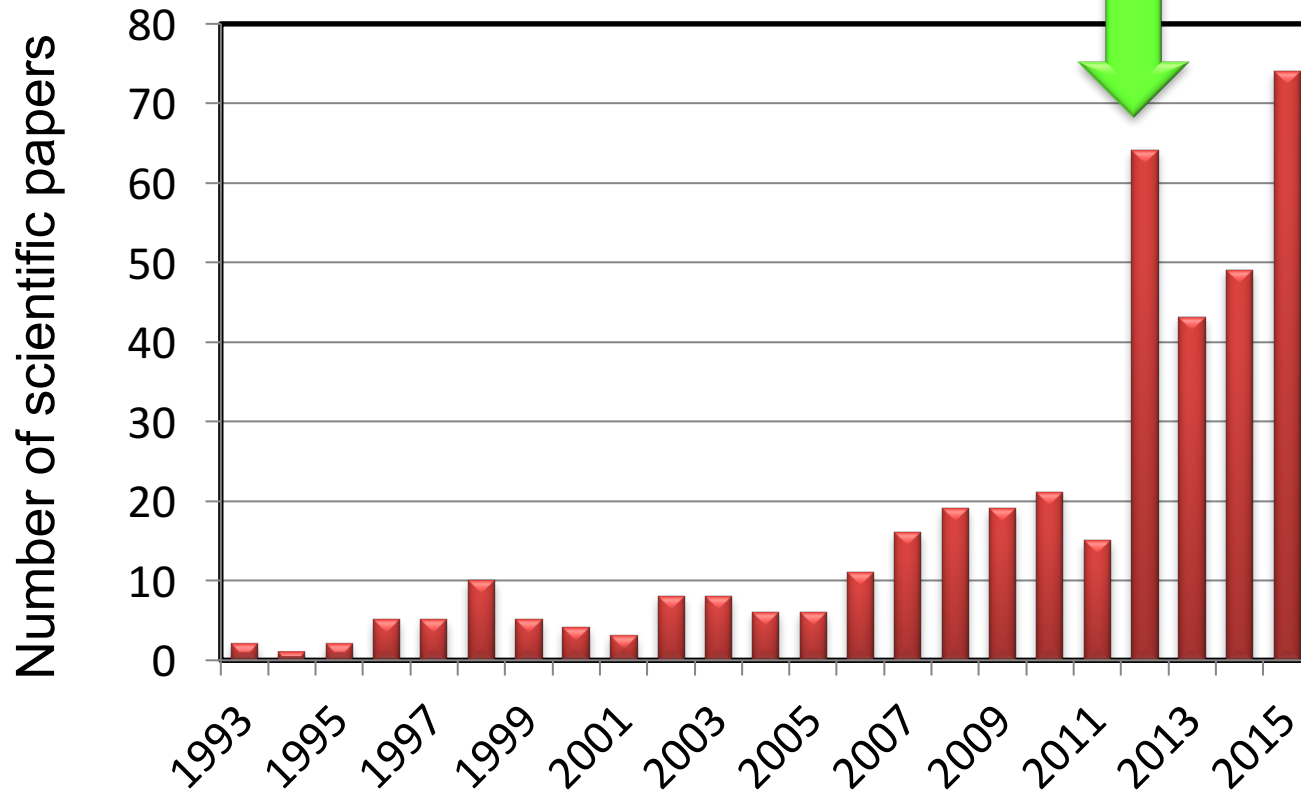


TOMORROW

CREDIBILITY REQUIRES A THOUGH AND FAIR **REGULATION** MAINLY FOR BIOSTIMULANTS WHERE WW THERE AREN'T ANY REGULATION

NUMBER OF SCIENTIFIC PAPERS ON «BIOSTIMULANTS»

1° WORLD CONGRESS
ON BIOSTIMULANTS



RISK COMING FROM CURRENT SITUATION

FOR COMPANIES & CONSUMERS

**NO REGULATION
FOR NEW INNOVATIVE
PRODUCT CATEGORIES**

● **NO GUARANTEES**

**PROMISES
CONTRADICTIONS
CONFUSION
CLAIMS**



REGULATORY NEEDS

FOSTER INNOVATION THROUGH A **REGISTRY SYSTEM**,
BETTER ABLE TO ACCOMMODATE NEW PRODUCTS AND
TECHNOLOGIES THAN TRADITIONAL LIST SYSTEMS

TO LET COMPANIES INVEST:
THE REQUIRED **DOSSIER**
SHOULD BE **MANAGEABLE**,
EVEN FOR **SMEs**

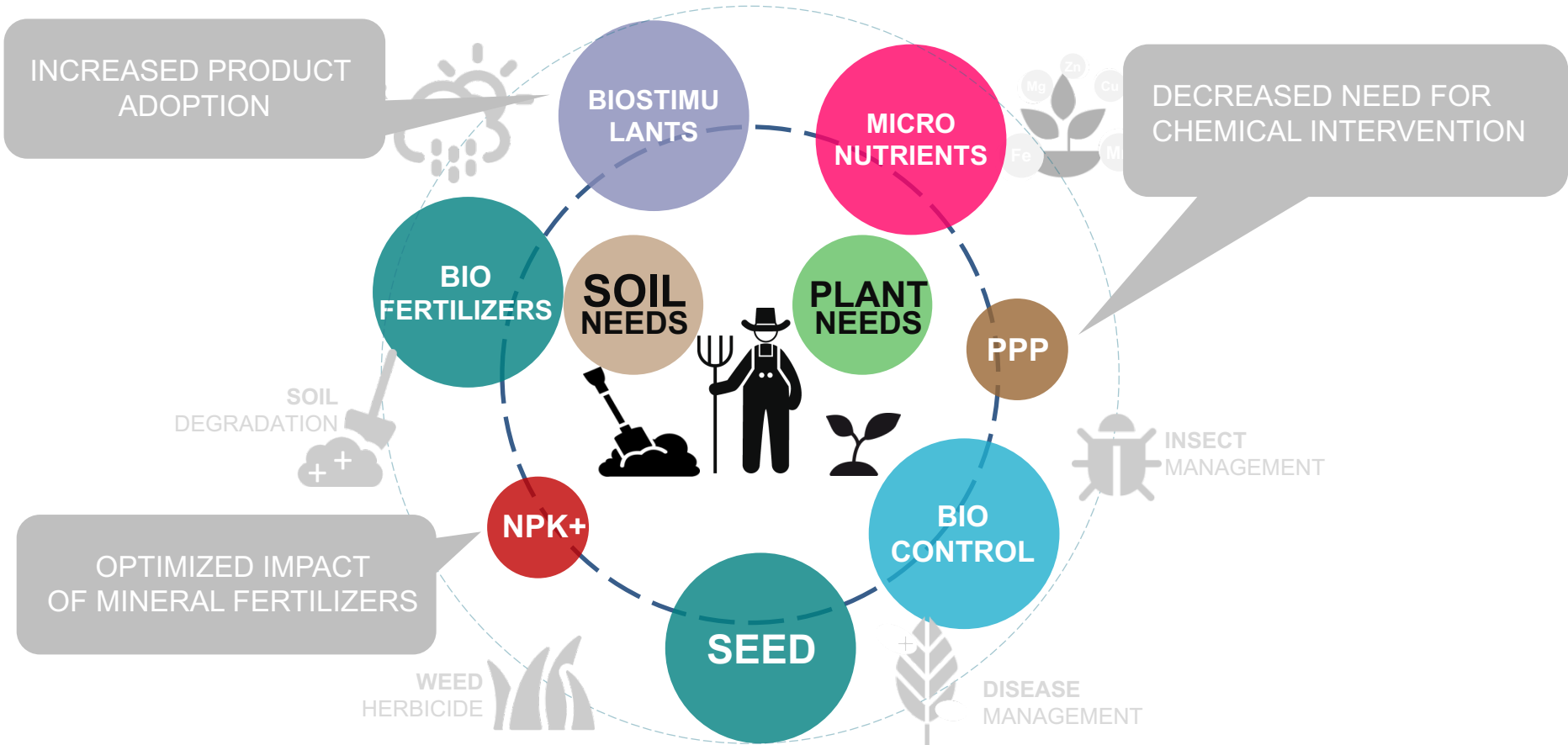
**FOR RELATED
INDUSTRIES**
TO REGULATE RELATIONSHIPS

PROPORTIONATE

FAIR ● **FOR CONSUMERS**
TO PROTECT THEM AND
GUARANTEE FOOD
SAFETY & QUALITY

NEW REGULATION

TODAY SHIFT... VALUE CHAIN IMPACT



**“If you want to go fast, go
alone. If you want to go far,
go **together.**”**

(African Proverb)

WIN THE GLOBAL CHALLENGE TOGETHER



Where science serves nature

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