

An interview  
with



**Alfredo  
Sgrignuoli**

**Product Manager  
Valagro**



*Where science serves nature*

## **Biostimulants World Congress**

Organised by

**New AG  
International**

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Fairmont Rey Juan Carlos I –  
Palau de Congressos de Catalunya  
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## What is the company like to work for? How would you describe your company culture?

Valagro is an exciting, global and multicultural workplace based on an ambitious mission and vision led by strong values, the pillars of our identity since about 40 years, and a company culture focused on innovation and sustainability. I believe that having this ambitious mission – to create a sustainable future for people and nature - it's the reason we wake up

every morning more excited about what we do. As our CEO Giuseppe Natale very often reminds to Valagro people, we are doing more than producing biostimulants: our goal is to have an impact on the world, so that healthy food is produced for healthy people on a healthy planet. And I am proud of being part of it, providing my own contribution.

## Valagro produce many innovative products – what products are the valagro team working on at the moment that you can share some information on? Anything new/ exciting/ novel?

Absolutely! The Biostimulant World Congress is the contest we have chosen to present our new solution: Talete.

The new biostimulant, aimed to increase “Crop Water Productivity”, creates a strong connection among the concepts of sustainability, innovation, representing indeed the “Action Item” of our values.

Today, agriculture faces the challenge of ensuring global food security by increasing yield without increasing freshwater consumption. It seems there is enough water to meet the world's growing needs, but not without dramatically changing the way water is used, managed and shared. Worldwide, agriculture accounts for around 70% of freshwater withdrawals. In addition, global crop water consumption is expected to increase by 41%, from 6.400 km<sup>3</sup> in 2000 to 9.060 km<sup>3</sup> in 2050.

As a result of water becoming less availability to agriculture (climate change, growing population, regulation), there is the

specific need to carefully manage water use to reduce and/ or optimize availability in the future. Grower will have less available water for irrigation or limitations by Government for the use of water for irrigated crops.

A significant contribution to the sustainable development goals is given by the enhancement of Crop Water Productivity, a highly topical issue of major importance, measuring the economic or biophysical gain from the use of a unit of water consumed in crop production.

One of the expectations from CWP mentioned by FAO is the development of practical tools at field level, aimed to enhance CWP at any irrigation condition.

TALETE, the new Valagro biostimulant, wants to be a valid proposal to encourage a sustainable production through a correct and careful water management both in condition of standard water availability and permanent or temporary water scarcity.

## Valagro is a worldwide organisation – with offices in most of the core regions. What markets have you seen growth in?

The areas of greatest interest for the global market growth in the next 5 years are those of North America, Asia-Pacific, with particular reference to India and China, and Latin America with Brazil in the lead.

China and India are the most growing market at the moment, with an impressive growth above 30% year by year. For Europe and North America there is a positive trend although

during this year these markets went through a period of slowdown also due to extreme weather events. Looking at LATAM, this is an historic strategic market for Valagro with a strong growing position in Mexico and in minor part in Colombia. Brazil is a key market with a stable growth around the double digit year by year.

## What do you think will be the key topics of discussion at the BSWC 2019? Why does Valagro value this event?

Valagro has always been at the forefront of accrediting the role and market of biostimulants. It is important to have moments of interaction and exchange with all the

stakeholders in the sector: for this reason, events like the WBC are invaluable for fueling the debate on the role and benefits of biostimulants for agriculture of the future.