

*An interview
with*



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Please can you tell me a little about yourself and your company?

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I am the Global Portfolio Head for Plant, Stress and Stimulation for UPL. I have spent the last 20 years in the Agriculture Industry. I graduated with an Agricultural Engineering Degree in France and then pursued a Masters Degree in Marketing. Prior to joining UPL, I built sales, management and marketing experiences in Crop Protection and Animal Health. UPL is a company with a strong Crop

Protection history and is very active in the “biosolutions” field, investing both in biocontrols and biostimulants. This expertise was built through acquisitions and alliances, enhancing our focus: sustainable agriculture. Our purpose is OpenAg™: an open agriculture network that feeds sustainable growth for all. No limits, no borders.

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What regions /markets are of particular interest to you and why ?

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UPL is a global company active in all markets and regions. Historically, the main markets were Europe, the USA and South America (related to our biostimulant legacy companies Goëmar and GBM.). However we have extended our base, determining solutions for all geographical demands and crops.

From a technical stand point, areas with high value crops and a high level of abiotic stress respond very quickly to biostimulants. Global warming is sharply increasing climate variations and stress levels in all geographical strata. Therefore, our focus extends to all climates, regions, and geographical types.

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What are some of the core challenges, in your view, that biostimulant companies face today?

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As mentioned previously, climate change will increase stressful conditions for most crops. Regulatory pressure on Crop Protection Products in some areas, and high quality standards will put an increased demand on sustainable solutions.

Biostimulants definitely play a role in quantity and quality food production. The challenge is that this industry is quite young and the expectations are very high. We (the industry) need to establish clear claims and benefits with acceptable “win rates” for biostimulants. The other challenge is the variable Regulatory landscape that doesn’t bring clarity to the market. Agriculture productions are global, a clear Regulatory frame will help this market grow and sustain. Once we

overcome these major challenges, farmer awareness will increase and the biostimulant market will grow substantially.

At UPL, we are “shaping” our offer: no longer based on product origin (or nature) but based on Biostimulant classes and General Physiological Actions. This classification enables us to address the main physiological disorders and stress at precise crop developmental stages with the specific product. We are deploying our entire portfolio based on this approach, building on our substantial experience with biostimulation. We are changing the game to make every single food product more sustainable.

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