

An interview  
with



**Dr. Ricardo  
Villuendas,**  
International Business  
Manager,  
LIDA Plant Research



## Biostimulants World Congress

Organised by

**NEW AG INTERNATIONAL**

**18 - 21 NOVEMBER 2019**

Fairmont Rey Juan Carlos I – Palau de  
Congressos de Catalunya  
Barcelona, Spain

**Ricardo Villuendas,  
International Business Manager,  
LIDA Plant Research**



**Where do you see the biggest opportunities within the Biostimulant sector**

“ Biostimulants are products that are applied in very low doses, with no residues (or very low) left in soils and in end-consuming products and contribute to the circular economy and sustainability.

Biostimulants contribute to enhance the assimilation of nutrients in the soil, the availability

of confined nutrients and to improve nutrient efficiency, with the practical consequence of increasing crop yield and, thus, farmer profitability.

The end consumer also benefits from the properties of biostimulants, as more products with less residue levels will be available in the market. ”

**What topics/sessions appeal most to you at this event and why do you see this event as an important meeting place for the biostimulant industry?**

“ LIDA Plant Research is focussing its research on the genetic responses of the plant to abiotic stresses, by identifying genes involved in these processes, to understand the mode of action of the plants and, thus, try to improve the innate mechanisms of the plants to cope with such adverse situations.

So, accordingly, all the topics related with abiotic stress, signalling, mode of action and responses of the plant are most interesting for us.

Also, LIDA is always looking for innovations to improve its biostimulants and to contribute to a more environmental friendly agriculture. ”

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### Ricardo Villuendas, CEO, LIDA Plant Research



“Crop biostimulants as a new concept complementary to the use of crop fertilizers are a commitment to green innovation. Increasingly sustainable, environmentally friendly production systems such as integrated or organic farming are gaining in popularity. In this sense, commitment to more sustainable models translates into an increasingly greater added value in terms of quality, resistance and durability, which also means an increase in profitability. Against the backdrop of an increasing world population there will be an increased demand for food, so that mechanisms will be needed to guarantee the availability of

products. That is why our industries are directing their research efforts towards developing new R&D projects to improve crop production.

At LIDA our aim is to transfer the latest scientific advancements from the laboratory to the field, thus contributing to the production and dissemination of scientific and technical knowledge for better crop management and to the development of alternatives to conventional treatment methods. This will result in increased crop yields and in products free from residues, that meet the current demands of consumers and are compatible with a full commitment to environmental protection.”

