

IDAI NATURE – FARM TO FORK EUROPE INTERVIEW



Carlos Ledó
CEO & Founder Idai Nature

1. Hello please can you introduce yourself and your company?

I'm Carlos Ledó, CEO & Founder of Idai Nature. I began this project 11 years ago when I realised the need for a more sustainable agricultural model; that is why I created Idai Nature, offering natural Biocontrol solutions without chemical residues. We sell our products in more than 40 countries and we are the number four biocontrol company worldwide. In 2018, we joined Rovensa Group with the vision of becoming the global leader in Biocontrol.

2. How does IDAI Nature and your product line fit in to the European Farm to Fork strategy?

All our products are aligned with the Farm2fork initiative because all of them are chemical free. Our natural highly efficient solutions cure plants with other plants, that is why we have the most respectful products for humans' health as well as for the environment. Moreover, Idai Nature is part of the European circular economy project, with the aim of repurposing agricultural waste as a raw material for new formulations, such as Life and Vitinnat.

3. What are some of your latest products and how do they link in with sustainable agriculture?

At present, we are in a huge expansion period and we are launching several Biocontrol products around the world. In Europe, in particular Italy and France, we have introduced 3 new products that are Tec-Fort, Tec-Bom and Portento. Furthermore, we have created our biodynamic line "Vital", offering a wide portfolio to the most sustainable farming method. In addition, we have a strong registration pipeline for the coming years, supporting our ambition to become the global market leader.

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4. What challenges do you see farmers facing today?

The most important challenge that farmers are facing today is getting access to markets that are currently more demanding on chemical residues. As more educated consumers ask for products grown as natural as possible, supermarkets have an accelerated demand for low residue fruits and vegetables. It is our duty to support farmers with our natural solutions giving them the opportunity to access new and more rentable markets.

5. As an event sponsor at Farm to Fork Europe, what sessions are you looking forward to and why?

As a sponsor and active partner of the farm2fork strategy, I look forward to sessions focused on organic and sustainable agriculture. As we have always said, sustainability is in our DNA, that is why we support events of this magnitude in which we can highlight the need for change in the agricultural model.

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