

A photograph of two men in a field of tall crops, possibly corn. One man is wearing a plaid shirt and the other is wearing a hat and a plaid shirt. They are both looking down at something in their hands, likely examining the crops. The background shows rows of crops stretching into the distance under a bright sky.

6 GOOD REASONS TO CHOOSE

# FERTIGLOBAL'S CROP NUTRITION TECHNOLOGIES

## EMBRACING THE CHANGE: THE ROLE OF NEW GENERATION FERTILIZING SOLUTIONS IN MODERN AGRICULTURE

Global agriculture is progressively heading towards a more sustainable future. From the European Union to the United Nations, all main global institutions are raising their voices against **excessive pesticides use** and **water consumption** in agriculture.

Nowadays, in fact, traditional pesticides are clearly no more effective and have become a major cause of environmental pollution, affecting lands, water and food.

Sticking to old agriculture methods will no more lead to the expected results and is going to compromise our Planet as a whole.

In this context, promoting **new eco-friendly alternatives** for crop nutrition and protection needs to be a top priority.

Of course, traditional methods are quite hard to overcome. This switch towards new **bioactivating solutions** in agriculture, though, is going to be an inevitable transition.

It's time for fertilizer resellers and distributors to **embrace this big change**: that's the only way to future-proof their own business and the entire agriculture sector at the same time.

## THE IMPORTANCE OF CHOOSING THE RIGHT PARTNER FOR YOUR AGRIBUSINESS

Partnering with a highly qualified and reliable company is essential to make this evolution towards new sustainable solutions a real success.

FertiGlobal works at the forefront of the global agricultural scene and is highly committed to support farmers worldwide with innovative plant nutrition solutions **ensuring healthy plant growth and yield increase at the highest standards**.

But let's get a little deeper! [Here are 6 good reasons why FertiGlobal is the best partner for a successful, modern and sustainable Agribusiness.](#)

1

### 200 YEARS OF HISTORY AND KNOWLEDGE

Headquartered in Larderello (Italy), among the beautiful Tuscan hills, FertiGlobal is the agricultural business unit of Larderello Group, one of the most important players in the global chemical sector with more than 200 years of history.

After two centuries, Larderello Group's original vision focused on **innovation** and **modernity** is still well impressed in FertiGlobal's DNA.

2

## ADVANCED RESEARCH & DEVELOPMENT FOR A MORE SUSTAINABLE GLOBAL AGRICULTURE

FertiGlobal is highly committed to address the needs and challenges of modern agriculture through highly advanced biostimulant and crop nutrition solutions. Our specialty fertilizers are the result of in-depth R&D conducted in our **tech hub** in Larderello, Italy, by a multidisciplinary team of scientists.

One of the latest achievements of FertiGlobal's advanced research is our **ENVision Project**, awarded and funded by the European Union's LIFE Programme.

The project is based on our **patented biostimulant technology EnNuVi**, which is able to progressively reduce the use of pesticides and water consumption while increasing soil fertility and crops' yield. This innovation is going to help farmers in coping with climate change and the attack of biotic organisms while contributing to significantly reduce pollutant emissions.

3

## FULL TRACEABILITY OF THE ENTIRE PRODUCTION CHAIN

Extreme purity and safety are a must along the entire production process of all our solutions. We secure a **certified traceability** to our products, whether they are manufactured in our Italian plants or in our Argentinian production hub.

The entire supply chain is rigorously controlled to ensure the highest quality and efficiency levels.

Our labels clearly list all the ingredients as a guarantee of the **best standards in the market**.

4

## DEDICATED CROP MANAGEMENT PROGRAMS FOR A 100% TAILOR MADE APPROACH

Traditional agriculture methods are usually based on a "problem & solution" approach. This means, if your plant is affected by parasites, you cure it with pesticides. If your crop has contracted a disease, you use a fungicide to heal it.

FertiGlobal's approach to agriculture is different. Our solutions, in fact, are aimed at naturally strengthen plants along their entire lifecycle, providing all the nutrients they require at every different stage.

Of course, each plant has its own specific need. Also, every farmer has different requests based on his objectives. This is why at FertiGlobal we develop **dedicated Crop Management Programs** for each and every crop and we personalize them based on different geographies.

A **100% tailor-made approach** aimed at making plants stronger and healthier wherever they grow!

5

### **FLEXIBLE PRODUCTION TO MEET THE MOST DIVERSE NEEDS OF CLIENTS ALL OVER THE WORLD**

From our Larderello hub our crop nutrition and biostimulant technologies begin their journey to reach farmers all over the world, from Europe to the Middle East, from South America to South East Asia.

The global demand for our solutions is constantly growing and FertiGlobal's staff works hard every day to efficiently arrange the international shipments of our products and make sure they reach their final destination in a very short time.

Thanks to our efficient production and distribution flow, we ensure **full flexibility** and **quick response** on each and every demand from the market.

6

### **INTERNATIONAL STAFF SPREAD IN THE 5 CONTINENTS**

The presence on field of highly qualified specialists located across the five continents is essential to provide a professional consultancy to partners and farmers.

One of FertiGlobal's strongest assets, in fact, is the **full on-field technical and commercial support** we provide to all our clients.

Our **local teams** are constantly at our client's disposal to define the best strategy for rich, high quality yields thanks to our dedicated Crop Management Programs.



“ Want to learn more on our dedicated Crop Management Programs?  
You can get highly professional advice from our international staff.  
Download this guide and click on this link: <https://ferti.global/cropmanagement> ”

## GIVING VOICE TO FERTIGLOBAL'S DISTRIBUTORS FROM ALL OVER THE WORLD

FertiGlobal has a strong worldwide presence thanks to highly reliable partners located in key geographies.

At FertiGlobal, we do care a lot about their opinion on our collaboration.  
Have a look at their comments to learn more on their experiences with our crop nutrition technologies!



**“I chose FertiGlobal because of the excellent quality and unique formulation of its products. These solutions represent a real added value for farmers”**

**Chiz**



**«This technology is the future!»**

**Carlos, Brazil**



**“I chose FertiGlobal because they are pioneers in agricultural innovation. Their solutions are the future!”**

**Tam**



**«This technology ensures extraordinary results with tomato crops»**

**Joyce, Brazil**