

An interview
with



Laia Cortel,

Bioiberica Plant
Health Director

 **Bioiberica**

Biostimulants World Congress

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Please can you tell me a little about Bioiberica?



Founded in 1975, Bioibérica is a global corporation in the life sciences industry committed to improving people, animal, and plant health and well-being.

We are specialists at identifying, extracting and developing naturally-sourced biomolecules, which we transform into high quality products for the pharmaceutical, nutraceutical, animal health, and agricultural industries.

We can say that Bioibérica Plant Health has contributed to agricultural progress since 1986, by offering sustainable solutions to overcome plant stress, increase crop performance, and enhance quality parameters.

Laia Cortel,
Bioiberica Plant Health Director



Our portfolio includes solutions in the biostimulation, nutrition, and plant protection categories and these play an important role in the fight against climate change since they make use of fertilizers and allow for integrated, more environmentally sustainable crop management.

All our biostimulants are obtained using our exclusive Enzyneer® technology, based on the enzymatic extraction of L-α-amino acids and other bioactive compounds which confer phytohormonal activity that are unique on the market.



What are the most important issues facing the biostimulants industry in the next few years?



EU and US regulatory framework

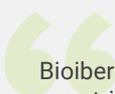
The biostimulant industry has not yet managed to attain recognition of this category at the legal level. For example, as of today, different local legislations continue to be very uneven among the member states of the European Union and the pathways for the same product to access each country in the EU can be very different. The same thing happens in different states in the US.

In short, there is no consensus or global legal definition of what a biostimulant is and consequently, there is no harmonised legislation which helps the industry to effectively develop this segment.

Apart from a regulatory framework that defines and regulates the biostimulant industry, the company must ensure that the products on the market have scientific evidence and sufficient data to support the claims. It is essential for distributors and producers (Ag retailers and growers) to have clear and reliable information about the benefits and the return on investment for a specific product. As a key industry for the agriculture of the future, we need to try to prevent confusion on a market that is not always regulated in a well-defined and clear fashion.



What markets are of interest to Bioiberica?



Bioiberica Plant Health is currently present in more than 60 countries across the world through collaborations with local companies that develop and market our products. Our sales are mostly concentrated on the European market and, more and more often, in Latin America. Our markets of interest for upcoming years are Central Europe, Brazil and the United States where Bioiberica has production plants and where the company will focus its efforts on product development and incorporating human resources to ensure that the business is properly implemented.

We also have particular interest in developing our portfolio in extensive crops (soy, sugar cane, grains...) and we have therefore set up a CROP MANAGEMENT system that details the objectives and specific actions for each crop at the global level.

