

# SMART AGRICULTURE WITH PRECISION



# About Naturevo

## EVOcation, EVOlution and rEVOlution in nature

- Private Romanian company, founded in 1999.
- National distributor of basic inputs for agriculture: know-how, foliar and soil fertilizers, seeds, plant protection products, bioregulators, products for ecological agriculture etc.
- The clients are farmers from all over the country, local distributors and cereals traders.
- Small farmers are attended either by Naturevo shop or through local shops and local distributors.

# About Naturevo

- “Cluster” type company, based on knowledge:
  - ✓ Suppliers’ selection is made according to the international standards, using only products accepted in EU.
  - ✓ Products’ distribution is accompanied by the necessary know-how.
  - ✓ Most of the sales team members are agronomists with complex agricultural knowledge. Sales people are under continuous trainings, in order to develop and consolidate their specific knowledge.
- Continuous preoccupation for the formation and development of a professional team, working together to achieve the goals.

# Mission

Naturevo identifies the needs of the Romanian farmers and offers them high quality solutions, known as Flexitechagro® technologies for agriculture, adapted to climate changes.

Flexitechagro® technologies are the result of the continuous research and innovation incorporated in technical solutions adapted for the Romania's specific conditions and for last years climate changes, in order to get a sustainable agriculture.

Naturevo helps the farmers to get bigger and clearer harvests of superior quality, while maintaining and improving the ecosystems.

Naturevo offers added value to the products in its portfolio by providing consultancy for farmers' problems across the country.

Naturevo contributes to raising living standards and ensure accessibility to the latest information on nutrition and crop protection, both for its partners and for its team.

# Values



ADAPTABILITY

TRUST

EMPATHY

CONSULTANCY

PROFESSIONALISM

CONTINUOUS LEARNING

RESEARCH & INNOVATION

# Certifications

Naturevo has international certifications for Quality Management System and Environmental Management System.

Main activity: agricultural inputs distribution, in compliance with the “Integrated Crop Management” principles.



**Quality Management System**  
according to ISO 9001:2008



**Environmental Management System**  
according to ISO 14001:2004

# Naturevo Team

National Sales Team – 41

Logistics – 32

Accounting – 10

Strategies and marketing – 5

Technic – 3

Management, legal, IT – 6



# Naturevo's Milestones 2009 – 2019

2009

- Naturevo begins collaboration with Altinco Spain for the exclusive distribution on the Romanian market of the selected products: fertilizers, stimulants, products for organic farming / ecological agriculture.

2010

- The company launches NovaTec Classic, a Compo Expert brand, the first controlled released fertilizer in Romania. Naturevo obtains the certification for NovaTec Classic as RO-fertilizer.
- Naturevo launches the NATUREVO ECO program and obtains the authorized distributor certificate for organic farming in Romania.

2011

- The Naturevo turnover exceeds 10 million euros.
- The company obtains ISO certification for the quality and the environment management systems.

# Naturevo's Milestones 2009 – 2019

2012

- Naturevo starts working with CICh Navodari Romania to produce its own recipes and to distribute CICh products (a controlled and slow released soil fertilizer manufacturer).
- Naturevo team in Bucharest is expanding and is relocated to a new office.

2013

- The company launches two super strategic products, Altinco brand:
  - Copfort – the first systemic copper in Romania;
  - Kerafol – bioregulator, a Naturevo recipe / formula.
- The Concept 0,00 Residues is launched.

2014

- The Management By Objectives (MBO) is implemented and the hierarchical structure of the sales team becomes functional.
- The credit controlling activity on the credit assessment of clients is developed.

# Naturevo's Milestones 2009 – 2019

2015

- Naturevo becomes exclusive distributor of Omya International products and launches Calciprill, an amendment and fertilizer for soil improvement.

2016

- The Naturevo turnover exceeds € 20 million.
- The company develops financial-banking instruments subsidized by Naturevo for farmers to increase the sales of the exclusive products, with a positive impact on the increase of the immediate collection rate.
- Starting July 1, the company has a new visual identity, marking a new stage in business.

# Naturevo's Milestones 2009 – 2019

2017

- Turnover exceeds 100 million lei.
- The company launches EVO CLIMA and NATUREVO INOVATION concepts.
- Naturevo starts the collaboration with SDP France for products incorporating polyols as technological innovation.

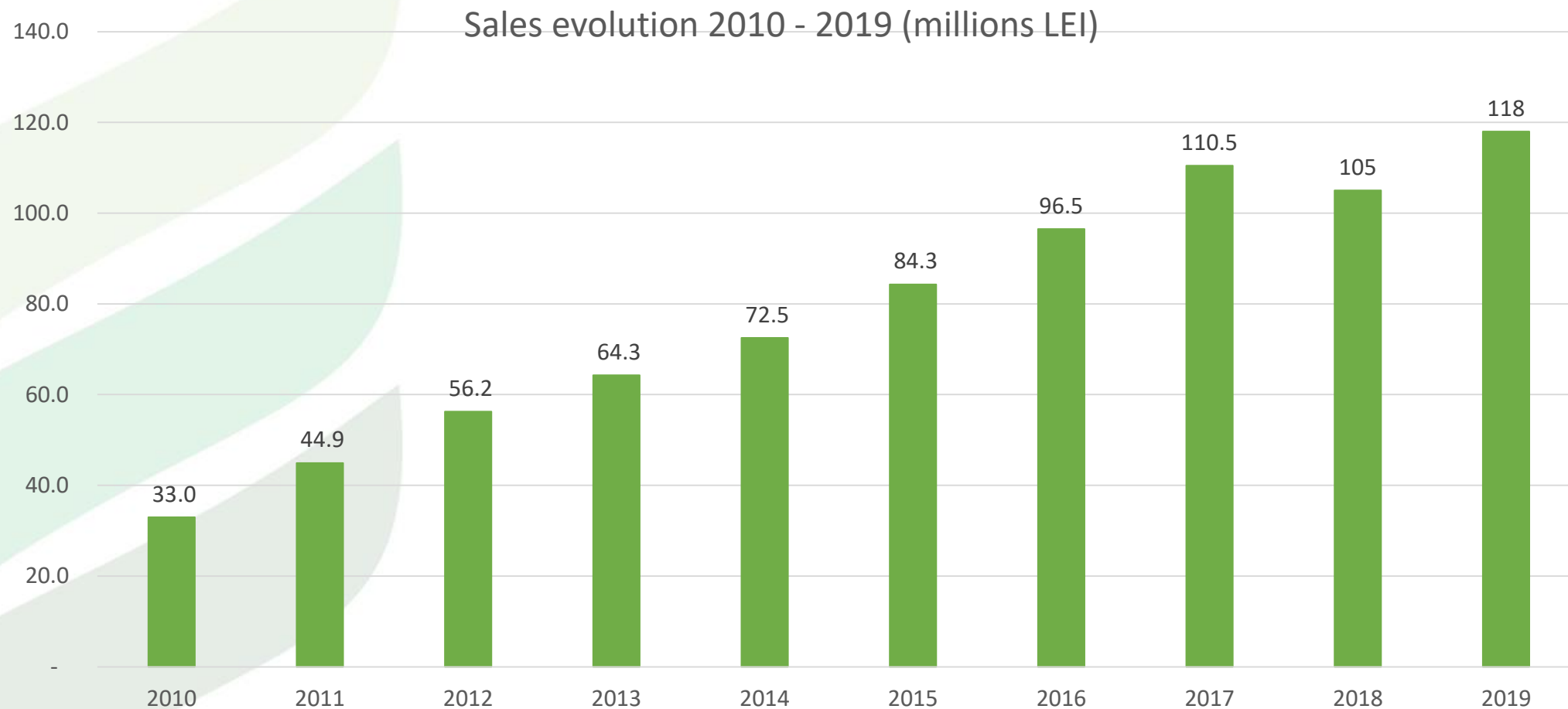
2018

- Naturevo becomes an authorized distributor of Oro Agri in Romania and launches Wetcit and Prev-am products for use in both conventional and organic farming.
- Naturevo becomes an authorized distributor of Best Green Technologies in Romania and launches Best Starter Maximum C +, a micronized humofolates fertilizer.
- The company finalizes the investment for its own storage facility of 1000 square meters open space and controlled temperature, 200 sqm office and 1000 sqm external storage platform in Crevedia, Dambovită County.

2019

- Naturevo launches a unique soil conditioner – TRANSFORMER
- Celebrates 20 years of activity on the Romanian agricultural market

# Naturevo Sales



# Research and Development

- Naturevo programs gather together products that:
  - ✓ Increase nutrients efficiency;
  - ✓ Reduce inner energy and water consumption;
  - ✓ Increase plant resistance to the biotic and abiotic stress factors;
- Naturevo develop **integrated programs based on multiple tests in various locations**, according to the specific soil and climatic conditions;
- Naturevo elaborate:
  - ✓ **Physical compatibility tests**;
  - ✓ **Optimal recipes**, technical and economic;
  - ✓ **Dynamic customized programs**, taking into account the evolution of the yield factors (soil, climate, equipment etc.).

# Naturevo Programs



## **EVO CLIMA**

*Technical solutions adapted to climate changes*



## **FLEXITECHagro®**

*Flexible technical solutions for agriculture*

# Naturevo Programs



## **Naturevo ECO**

*Technical solutions for ecological agriculture*



## **Concept 0,00 Residues**

*Technical solutions for agricultural products free of residues*



## **FLEXITECHagro®**

*Performant technical solutions for a sustainable agriculture*

# EVO CLIMA

All the elements integrated in the making of technological solutions / programs, adapted to reduce or eliminate the negative effects caused by the climate changes, in order to achieve a sustainable agriculture: big, high quality and profitable yields, ensuring the durability of the agricultural ecosystem.

# EVO CLIMA

## Basic principles:

- Understanding climate changes and their influence over the ecosystems in which agriculture is being made;
- Understanding major changes in soil and plants due to climate changes;
- Designing integrated programs to preserve water and to reduce water consumption or losses in agricultural crops;
- Adjusting plant nutrition to climate changes;
- Adapting the plants protection programs to the different evolution conditions of the diseases and pests due to climate changes;
- Adapting integrated programs to reduce the effects of sunburns and extreme temperatures (positive or negative);
- Appropriate solutions to mitigate adverse effects caused by storms, hail, temporary floods etc.

# FLEXITECHagro®

**FLEXITECHagro®** means **flexible technical solutions for various crops and pedoclimatic conditions.**

Products used by FLEXITECHagro® programs increase the nutrient use efficiency, reduce the energy and water consumptions and increase the plant resistance to biotic and abiotic stressors.

Main issues considered within technologies:

- The specificity and diversity of the crops (soil, climate, location etc.);
- Dynamic of the factors, during the vegetative stages;
- Technical and economic potential of the farmers;
- Profitability assessment;
- Compliance with the best agricultural practice principles → **sustainable agriculture;**
- Ensuring the crops profitability;
- Agricultural product traceability.

# Naturevo ECO

**The health of the consumers** of the products got through the ecological agriculture and **clean environment** are the most important benefits of using ecological products.

Naturevo select the most suitable products from all over the world for the ecological agriculture and introduces them in its ecological programs.

In order to achieve that:

- ✓ We use products with high speed of degradation in soil, environment, and plants;
- ✓ We add products that increase the speed of degradation of some pesticides or fertilizers;
- ✓ We use natural products with effects of increasing the resistance at infections and stress factors;
- ✓ We use products that enhance the activity of the beneficial microorganisms, improving selective absorption.

# 0,00 Residues Concept

## **Objective: 0,00% residues**

A harmonious combination of the cropping factors so that the agricultural product should not contain any residue or the residues should be far below the accepted limits:

- Decreasing specific consumption of the soil fertilizers;
- Increasing fertilizers' efficiency;
- Reducing the negative impact of the synthesis products on the ecosystems and plants / agricultural products;
- The use of the plant protection products (PPP) with fast and complete degradation;
- The use of the special products of biological origin, or organic ones, mainly during the pre-harvest stages.

# Naturevo INNOVATION

Naturevo's research and development activity results in the selection and introduction into programs of those products that increase nutrient utilization, reduce energy and water consumptions, increase plant resistance to biotic and abiotic stress factors, and increase phytosynthetic and assimilation yields.

Naturevo develops integrated programs based on multiple tests in different locations, depending on specific pedoclimatic conditions.

Naturevo develops physical compatibility tests and sets optimal technical and economic recipes. Recommended programs are dynamically adapted to the evolution of production factors (soil, climate, equipment).

# Naturevo INNOVATION

Naturevo innovation provides:

- faster and better crop growth, even under thermal, hydric stress or soil compaction;
- fast-growing and well-fed crops;
- crop safety, even if the seeding is made later or outside the optimal period of time;
- higher densities and a better phytosanitary status of crops;
- early production, production increase and quality.

# Consultancy

Naturevo specialists:

- Perform farms' visits;
- Identify crops' problems;
- Elaborate specific solutions;
- Provides the necessary products;
- Follow-up the effects;
- Establish further measures;
- Propose necessary corrections;
- Elaborate economic calculation etc.



# Naturevo Activities

- **Distribution at national level** of the basic inputs for agriculture.
- **Consultancy and technical solutions** provided to the farmers through the sales team, technical and marketing department.
- **Customer evaluation** and follow-up for financial - accountant and legal activities.
- **Financial consultancy.**
- **Transport for Naturevo goods and for third parties** specialized for:
  - ✓ General goods (1,5t / 3,5t / 7,5t / 24t);
  - ✓ ADR goods (1,5t / 3,5t / 7,5t / 24t);
  - ✓ Grains (24t).

# Naturevo's Main Suppliers

## Plant Protection Products

- Bayer CropScience
- BASF
- UPL
- United Phosphorus Limited
- Alcedo (Alchimex)
- Adama
- Corteva AgriScience
- Summit Agro
- Nufarm

## Fertilizers, bioregulators, ecological products

- Compo Gmbh
- CICH Navodari
- Stoller
- Altinco Spain
- Omya International
- Timac Agro
- Oro Agri
- SDP France
- Best Green Technologies
- Ameropa
- Borealis L.A.T. Gmbh

## Seeds

- Biocrop
- Corteva
- Euralis  
Semințe
- Bayer Crop  
Science
- Saaten Union
- Rapool Ring  
Romania
- Romanian  
breeders

# Naturevo Portfolio

- The portfolio is dynamic and adapted to the specific market conditions and technological needs.
- All the products included in the portfolio must comply with the sustainable agriculture principles.
- Naturevo portfolio has **600** products, respectively **800** active SKU, out of which:
  - 42 exclusive products, with different packages and lots (approx. 80 SKU):
    - ✓ NovaTec® Classic, NovaTec® 40, Nexur, Nexur S, Easy Start;
    - ✓ Calciprill® range;
    - ✓ EVO foliar fertilizers (Altinco, Ag-chem and SPP France products);
    - ✓ Wetcit, Prev-am;
    - ✓ Best Starter Maximum C+.
- 8 marks registered at OSIM, in co-ownership.

# Marketing Programs

Education and  
technical knowledge  
transfer

Demonstration  
plots

“EXTINDE SI  
CONSTRUIESTE!”  
(DEVELOP AND BUILD)

Partnerships with suppliers  
(research, development,  
demonstration plots, applied  
technologies)

Fidelity programs for the  
farmers

## **Naturevo Headquarters**

Bucharest, 5 sector, 050688

34 Ion Urdareanu street

Phone: 021.411.36.56

office@naturevo.ro

www.naturevo.ro

## **Naturevo Shop**

Bucharest, 5 sector

90 – 100 Progresului street

Complex Mirano, stand  
A16

Phone: 021.410.44.30



Facebook.com/Naturevo Romania



Naturevo SRL



naturevo1999



@Naturevo