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‘Bio-stimulants’ lobby formed to ‘secure appropriate European rules’

BRUSSELS: Ten companies in the variously labelled ‘bio-stimulant’ market are uniting to form a lobby group to ‘participate proactively in relevant regulatory discussions’ across Europe.



Crops

The as-yet-unnamed consortium is being set up by an independent consultancy called Prospero Communications, which specialises in advising clients in the small but controversial sector. Bio-stimulants are, Prospero says, ‘demonstrated to enhance plant nutrition, improve plant health, improve soil fertility and generally create favourable growing conditions and plant resistance to stress’, but ‘do not easily fit into traditional definitions of fertilisers or crop-protection products’. Prospero asserts that bio-stimulants – which are also referred to as ‘plant-growth enhancers’, ‘yield enhancers’ and ‘plant strengtheners’ – have lacked a Brussels voice. The consultancy says the consortium’s member companies (*see boxout, below*) face a ‘fragmented’ market, with ‘registration procedures and market-entry conditions varying significantly’ between EU member states. The aim of the group is to ‘create a robust European market’ for their products and ‘secure appropriate European market rules’. Prospero – which was founded 12 years ago and has offices in the Belgian city of Antwerp and in Paris – has spent the past few months encouraging firms to become members. The consultancy has previously worked with Agrinos, one of the group’s founding firms. The new lobby group’s first meeting is scheduled for 14 June in Brussels, with confirming a name being among the items on the agenda. It has already registered an internet ‘domain name’. More members of the group are expected to be confirmed shortly. Prospero told *PAN* that it had no intention of duplicating lobbying already done in the area by other agriculture-related lobby groups but that it hoped to work as closely as possible with them, if there is a mutual interest.

NEW LOBBY GROUP Founding members

AgraQuest

Agrinos AS

Arysta LifeScience Corporation

Biolchim SPA
Green Has Italia SPA
ILSA SPA
Italpollina SPA
Sicit 2000 SPA
Tradecorp International
Valagro SPA

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