

## **“EVEO Intensive” The third agricultural revolution!**

“EVEO Intensive” is the first product that has been specifically designed to balance the vegetative development of plants, especially in adverse pedoclimatic conditions.

Unlike many other formulas which merely act as plant food or simply provide hormones, “EVEO Intensive” stimulates the natural metabolic processes of the plant.

All this results in more balanced crops which can absorb water and nutritional elements better.

These advantages can be seen in different agricultural conditions, but above all in particularly difficult situations caused by climatic stress (e.g. high or low temperatures) and/or specific ground conditions (e.g. water logging, poor structure, etc.).

### **EVEO Intensive is an amazing discovery for tackling climate changes!**

“EVEO Intensive” is a combination of highly processed, stabilised glycols which are broken down into ethylene oxides within the plant by endogenous enzymes which react with the ammonia in the plant to create ethanolamine. The **ethanolamine** provides nourishment to the plant cells since it is a source of **amino acids**. In turn, it is transformed into **glycerophospholipids** which are essential to all biological membranes. The end result is improved **membrane fluidity** which means higher resistance to structural changes caused by hydrothermal stress. The exchange of substances between cells and the external environment is also improved (by-products are eliminated more quickly and substances required for cell nourishment are absorbed more efficiently).

At the same time, the ethylene oxides (also known as polyethylene glycols) “bind” the water in the cells increasing the concentration of lymph and creating a “vitrification” effect on cell liquid. As a result, the formation of damaging ice crystals is slowed down with evident cryoprotective effects on the plant.

In drought conditions, the ethylene oxides act like “osmolytes” by increasing the concentration of liquid in cells and causing a rise in the osmotic pressure (the potential is reduced) thus retaining water in the plant. Plants are, therefore, more resistant to high temperatures and drought conditions. Glycol decomposition products are excellent nutrients for plant cells. Within fourteen days the product is completely metabolised by the plant.

“EVEO Intensive” can be used in conjunction with crop protection products making it possible to carry out a single application.

Thermoflora, the company which holds the registration rights for “EVEO Intensive”, is taking part in Fieragricola after organising dozens of trial demonstrations all over Italy, gathering positive feedback from farmers and technicians and winning the silver medal at the “Macfrut Innovation Award 2015”. **A milestone achieved by the product and not by the company!**

Vitaliy Nosulya, owner of Thermoflora, spoke about his company at the Fieragricola, commenting on EVEO, future strategies and the importance of taking part in the next fair in Verona.

### **What is your company’s flagship product?**

“EVEO Intensive”!

Because it is a unique and innovative product in the industry created by a highly motivated company committed to research into technological formulas that can improve the quality and quantity of agricultural production while respecting the environment and consumers’ health.

We are very satisfied with the reception we received from farmers and technicians who shared the

results in the field with us: better balanced plants, healthier crops, less use of fertilisers and pesticides, and significantly improved quality (taste, scent, shelf-life). One product that can meet the different requirements of farmers.

### **What is the key to your success?**

In agriculture, it isn't just "what" you grow that is important, but also "how" you grow it.

Farmers are well knowledgeable in this industry and results in the field are the key to ensuring that they keep coming back to our company.

Our reputation and image are very important to us.

We don't offer incredible mixtures which interfere with the plant's physiology: we just want nature to take its course and allow the plant to respond to adverse conditions using its own "natural resources".

## **HORTICULTURAL CROPS**

Trial carried out in Sicily (Licata) by the agronomist, Domenico Lopresti.

A trial took place on a selection of young melon plants which, for six weeks, were exposed to conditions considered highly stressful to plants (frost, hail, rain, wind and drought). Despite this, the plants continued to grow with an increase in root development (albeit limited to an increase in the size of the alveolus) and the axillary buds.

Trial carried out by Matteo Scandola (Verona) on aubergines. The results meant the crop ripened earlier and quite competitive prices were achieved in the markets.

Trial carried out in Roseto degli Abruzzi (Teramo) by the agronomist, Pachioli Silverio.

The on-going experiment on a variety of crops (salad, broad beans, onions, fennel and artichokes) aims to check how effective the product is against damage from cold and frosts. The initial results show very interesting effects.

## **FRUIT CROPS**

Trial carried out in Legnago (Verona) by Antonio Ambrosio. The use of "EVEO Intensive" meant damage by frost on cherry trees was avoided and there was an increase in fruit set.

Trial carried out by Mauro Bedin, a farm owner in Roverchiaretta (Verona). After applying "EVEO Intensive" on Abate-variety pear trees when growth was at a standstill, the plants became more balanced with better-looking and bigger fruit.

Trial carried out on apple trees by Marco Aldegeri in Trevenzuolo. In extremely hot conditions and with growth at a standstill, the use of "EVEO Intensive" meant the trees and fruit were able to start developing normally once again

## **VINES**

Trial carried out in Abruzzo in a vineyard with no irrigation. The use of "EVEO Intensive" stopped the grapes from drying out and wilting.

(Cantina Soc. Coop. Agr. OWNER PRODUCERS TOLLO)

Trial carried out in San Giovanni in Persiceto (Emilia-Romagna) by Moreno Serra. The use of "EVEO Intensive" meant improved mineral absorption by the plants with a better capacity utilisation. The plants immediately appeared more balanced and healthier with no apparent signs of nutritional deficiencies.

Trial carried out in Pocenja (Friuli Venezia Giulia) by Daniele Gigante on the Prosecco variety. The

use of “EVEO Intensive” allowed the plant to continue a balanced growth after the harvest with evident advantages for the accumulation of a reserve of substances and on the lignification of the vine shoots.

Trial carried out in Monteforte d’Alpone by Andrea Castagnaro on the Garganega variety. The trial was carried out on a vineyard after a hailstorm. The application of the product stimulated the natural healing process of the damage inflicted and enabled the plant to quickly start growing again.

Further interesting results on numerous other crops are available on our website: ”[www.thermoflora.it](http://www.thermoflora.it)” or by searching for EVEO on Google where we are top of the list.

### **What does the future hold? Are you planning anything new in 2016?**

The reason behind our work and the mission of our company is to help people understand the real advantages of using our product.

Guan Zhong said: “When you plan for a year, plant cereal crops. When you plan for ten years, plant trees. When you make a plan to last a lifetime, train and educate people”.

Together with farmers and technicians, we want to share the problems of agriculture and companies to try and find a natural way to solve some of these problems. We’re not the kind of company that says, “This is the problem, this is the solution!”. We are convinced that going back to talking to farmers is much more beneficial than simply offering “miraculous formulas”. And if the farmers provide us with the proof that we are right, then we will not only have solved a problem, but we will be able to continue working in the field without resorting to the same old “salesmen all offering identical products”. In 2016 we are also planning some communication activities to keep spreading the word on farms and make sure farmers are up-to-date.

### **In terms of export, which geographic areas make up your market?**

Significant changes in the climate affect the physiology of plants and their productivity too.

The next few years will see increasingly complex and variable climate conditions which, together with droughts and extreme temperatures, will entail drops in temperature, rain and possibly even damage due to excessive light (photooxidation and photodamage).

Many important areas in Europe for wine-growing and the cultivation of fruit and vegetables have already been affected by a downturn in productivity due to climatic and environmental adversities (especially drought and extreme temperatures).

Italy, Spain and France, and even Poland, have to deal with a “topsy-turvy” climate where it is hard to find real ways of controlling it. The only possible path seems to be genetic improvement, but modern knowledge of physiology and plant biochemistry are paving the way to new specialised formulas that represent a real step towards tackling the problems caused by climatic stress.

“EVEO Intensive” is one of these products and has already demonstrated how well it performs. We have already contacted several research organisations and production cooperatives in various European countries to show the potential of the product and to put it in technical lines that are increasingly geared towards the real needs of local agriculture. We are about to start distribution as we are certain that the excellent results achieved in Italy will serve as a “presentation showcase” in these agricultural contexts.

**EVEO Intensive is an amazing discovery which helps plants tackle climate changes naturally!**

**What does taking part in the next edition of Fieragricola mean for your company?**

Thermoflora is taking part in Fieragricola to publicise what has been achieved so far with farmers and technicians in different aspects of agriculture.

The results shouldn't be hidden away in a drawer because of the many widespread, commonplace problems in agriculture and so, we feel almost duty bound to share the information about who has solved these problems and how.

**Our mission is to distribute the results first and then the product.**

Fieragricola is a special showcase for us where we want to meet up with everyone who has already tested our product and anyone interested in trying out a unique formula that can make a difference in situations where up until now it was virtually impossible for a farmer or technician to come up with a viable solution.