

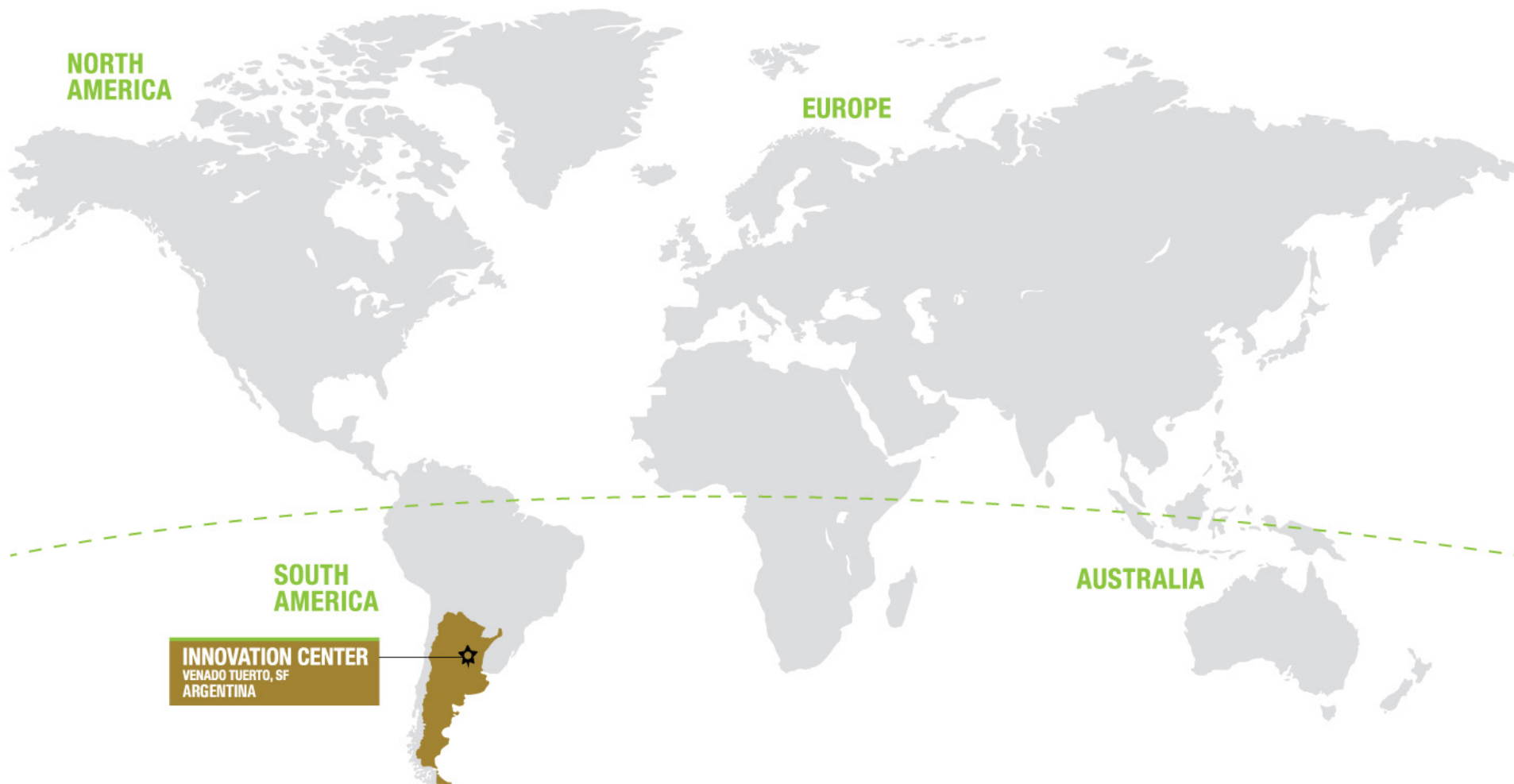


# **CARINATA BIOMATERIALS SUMMIT**

**APRIL 2022**







CROP DEFINITION

***MORE THAN SEEDS... COVER CROP WITH PROFIT BETWEEN MAIN CROPS***

## CROP DEFINITION

***MORE THAN SEEDS... COVER CROP WITH PROFIT BETWEEN MAIN CROPS***

## POSITIONING

- ENHANCE THE RENEWABLE ENERGY FROM THE FIELDS
- ROTATION, SOIL HEALTH, REDUCE ENVIRONMENTAL IMPACT, BIODIVERSIFICATION, YIELD.



## CHALLENGES ▼

- DEVELOP COVER CROPS, LOW UTILIZATION LESS THAN 19% IN ARGENTINA .
- BREAK WITH THE PARADIGM, THE COVER CROPS IS FOR FIXING NITROGEN.
- ADD VALUE, SOIL CARE, ORGANIC MATTER, ROOT EXPLORATION, BIOLOGICAL VERTICAL TILLAGE
- CERTIFICATION PROCESS, FOCUS FERTILIZATION 80 NITROGEN UNITS + TRACEABILITY
- LOW KNOWLEDGE OF THE CROP, DEFINE AGROECOLOGICAL AREA AND ITS MANAGEMENT STAGES

## PROJECT SCOPE ▼

- BUILD GHG VALUE
- SUSTAINABILITY PRINCIPLES
- SCALABLE TO 1 MILLON HECTARES IN 10 YEAR

## HOW WE DEVELOP?

- NUSEED DISTRIBUTION NET
- SMALL & MEDIUM FARMERS. 247 - 1729 ACRES
- BIG FARMERS MORE THAN 1729 ACRES
- WORK WITH RELIABLE AND INNOVATIVE ENTITIES
- INFLUENCERS FARMERS





## CARINATA PROMOTION CAMPAIGN



### ▪ AGRO MEDIA AD CAMPAIGN

RADIO AND WEB AD CAMPAIGN IN THE MAIN NATIONAL AGRICULTURE MEDIA

### ▪ FIELD DAYS

OVER 10 FIELD DAYS ALONG THE COUNTRY WITH POTENTIAL AND ACTUAL CARINATA FARMERS AND ADVISORS

### ▪ ONLINE WORKSHOPS

WE HELD SEVERAL ONLINE WORKSHOPS ABOUT MANAGEMENT AND THE DETAILS OF THE CARINATA BUSINESS, WITH ASSISTANCE OF OVER 100 PEOPLE

### ▪ PRESS RELEASES

TECHNICAL ARTICLES AND NEWS ABOUT THE CARINATA ON THE MAIN AGRO MEDIA OF ARGENTINA

### ▪ FARMER TESTIMONIALS

TESTIMONIALS WITH FARMERS ABOUT THEIR EXPERIENCE WITH THE CROP

### ▪ IMAGES/VIDEO COVERAGE

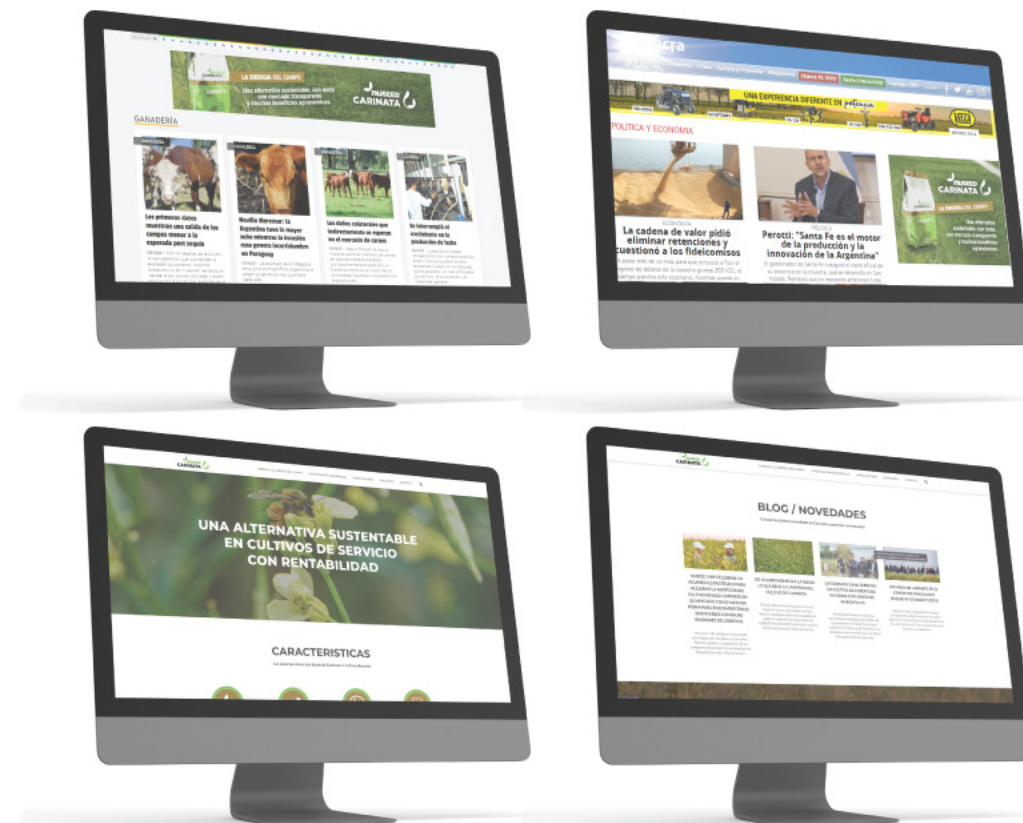
DOCUMENTING ALL THE STAGES OF THE CROP FOR USE ON COMMUNICATIONS

### ▪ SOCIAL MEDIA

VIDEO, IMAGE AND TECHNICAL CONTENT ON SOCIAL MEDIA

### ▪ CARINATA WEBSITE

EXCLUSIVE CARINATA SITE WITH VIDEO, IMAGE AND TECHNICAL CONTENT

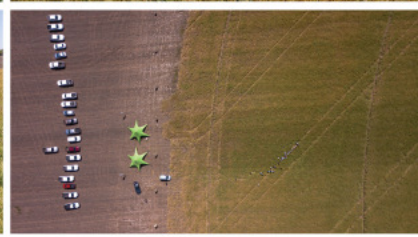
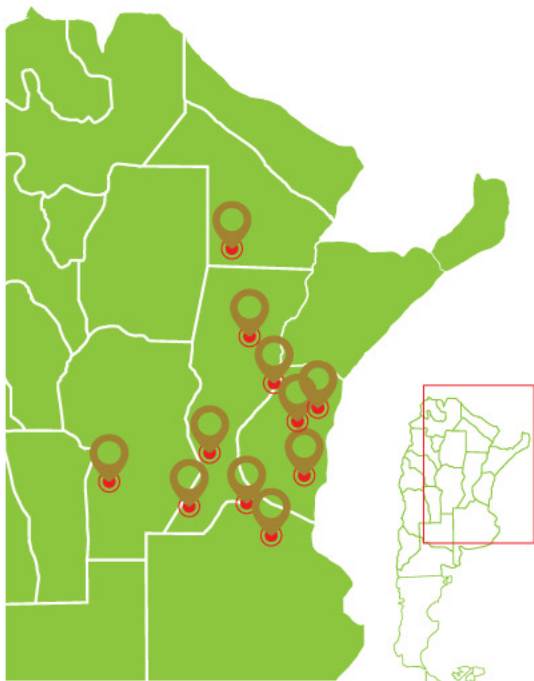


<https://www.lanacion.com.ar/economia/campo/agricultura/de-lo-agronomico-a-la-renta-lo-que-dejo-la-campana-del-cultivo-de-carinata-nid14122021/>  
<https://www.agrositio.com.ar/noticia/220339-la-carinata-gana-terreno-un-cultivo-de-cobertura-rentable-con-ventajas-ambientales>





# CARINATA FIELD DAYS

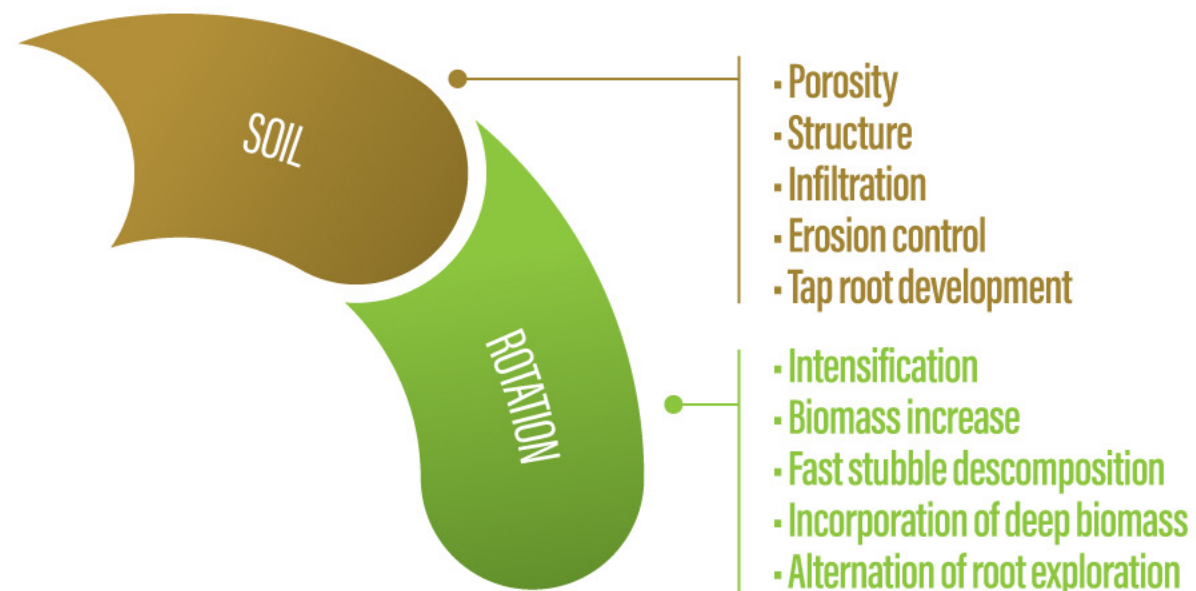






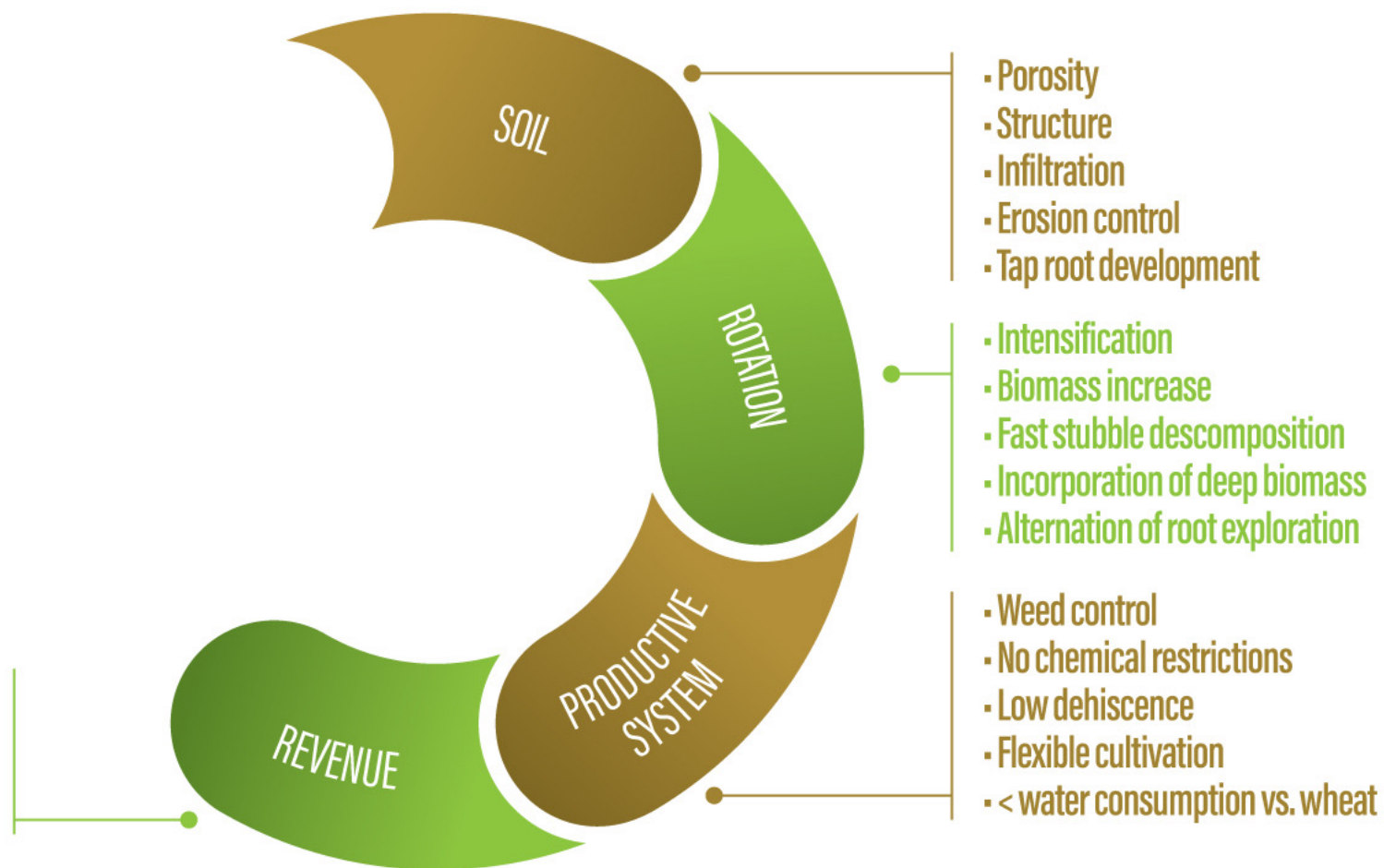
## CARINATA SUSTENTABILITY CYCLE

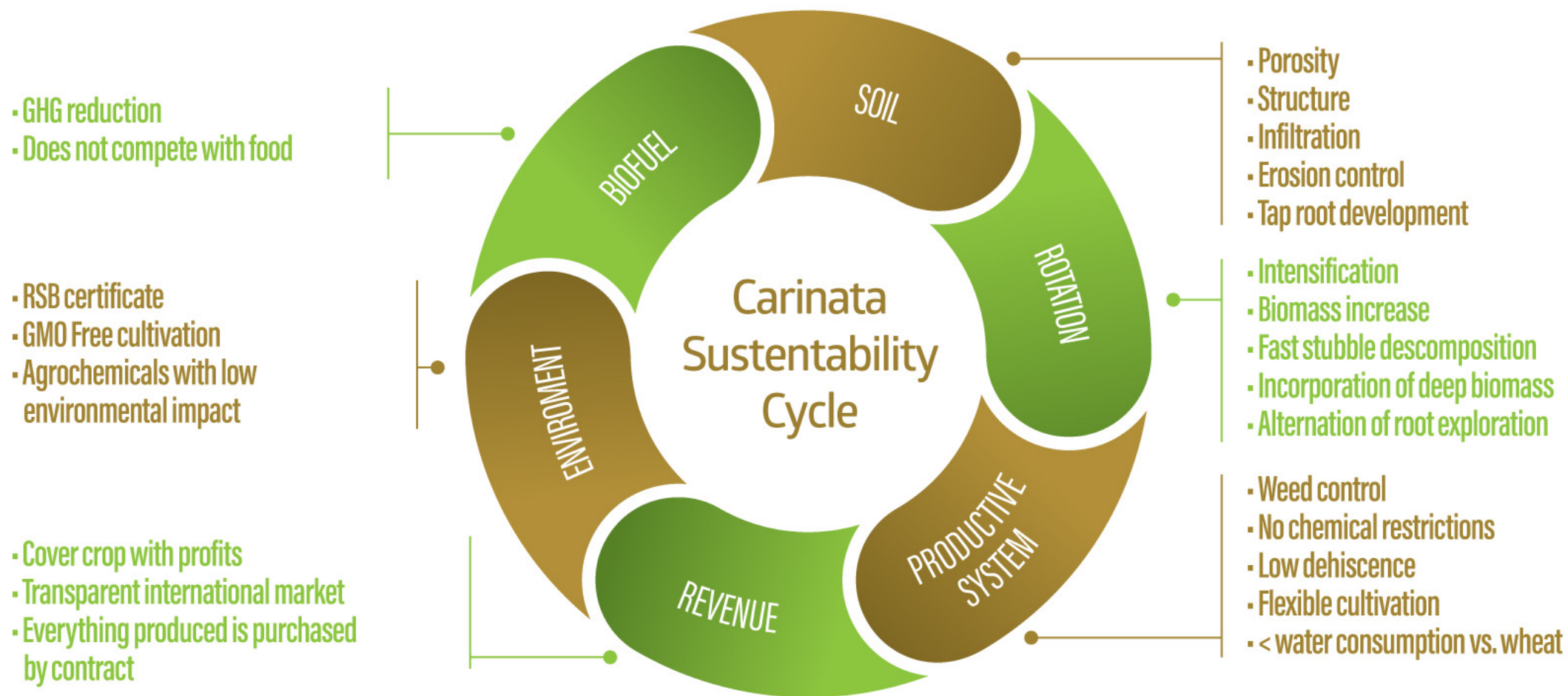






- Cover crop with profits
- Transparent international market
- Everything produced is purchased by contract







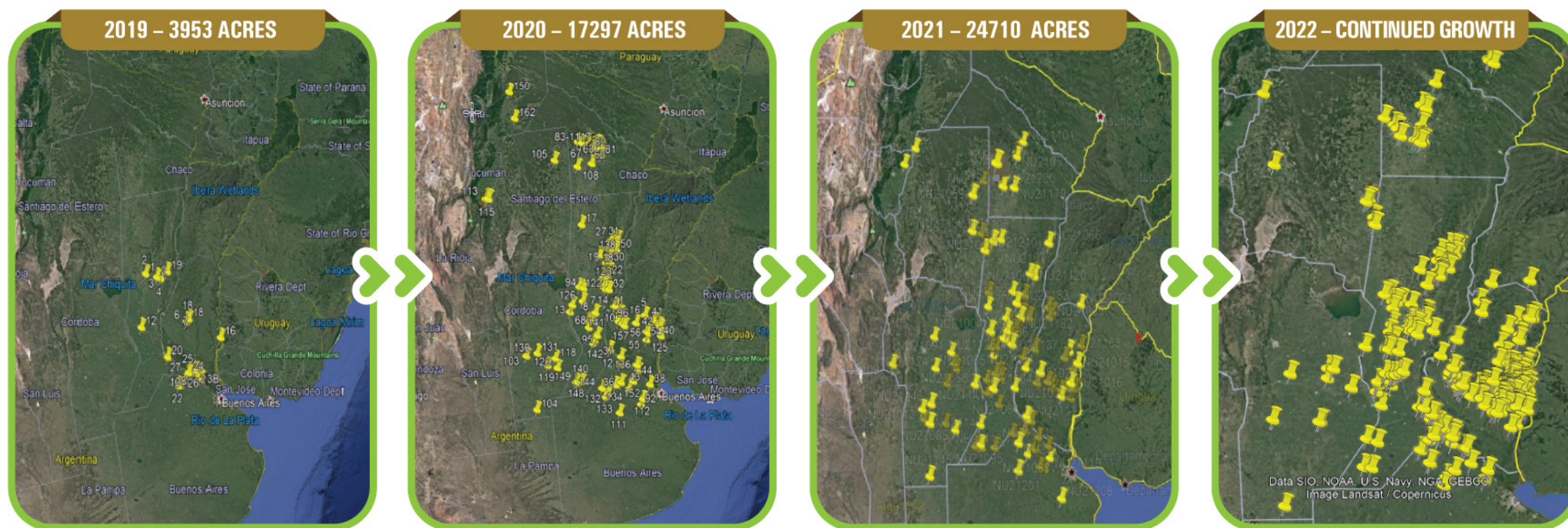
## SUCCESS FACTORS

- ACCURATE INFORMATION FROM DEVELOPMENT R&D TRIAL
- TRANSPARENT INFORMATION MARKET & AGRONOMIC / CONTINUE LEARNING
- AGRONOMIC SUPPORT, CLOSE & HANDY TO THE FARMER
- LOCAL REGULATORY TEAM, BRIDGES ANY GAPS WITH FARMERS
- SERVICE WITH EMPATHY

## LEARNINGS

- IDEAL PLANTING DATE APRIL 10 – MAY 30.
- ROTATION :
  - COULD BE PLANT IN TILLED SOIL OR NON TILLED SOILS ,
  - IT IS IMPORTANT MANAGE THE AMOUNT OF STUBBLE.
  - VERY GOOD RESULTS IN ROTATION WITH SUNFLOWER , SILAGE CORN , SINGLE SOYBEAN CROP, COTTON, PEANUTS, DOUBLE CROP WHEAT + SOYBEANS.









## CARINATA FARMER TESTIMONIALS



Aldana Guanzini - Carinata Farmer  
Cucullú, Buenos Aires, Argentina



Hernán Tibaldo - Carinata Farmer  
Llambi Campbell, Santa Fe, Argentina







**FIRST WORLD HYBRID OF CARINATA**



**LAUNCH OF THE WORLD FIRST HYBRID OF CARINATA**

# **Nujet 400**

**NEW**

- INTERMEDIATE-LONG CYCLE HYBRID  
(DAYS TO HARVEST 160-170)
- SPRING CYCLE
- HEIGHT 1.6 MTS
- HIGH CAPACITY OF BRANCHING
- HYBRID STRENGTH
- GREATER YIELD IN GRAIN VS AVANZA 641





# THANK YOU

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*Sebastián Bravo | Business Manager Carinata*

