



**POWER THE NATURE**  
SOLUTIONS AGRO-ENVIRONNEMENTALES

## PRESS RELEASE

Paris, August 01, 2022,

**POWER THE NATURE obtains marketing authorization in France for FERTIROC, and announces the launch of its 100% natural mineral biostimulant.**

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FertiRoc is a 100% natural zeolite-based mineral bio-stimulant that improves nitrogen utilization efficiency.

It was developed during four years of testing by Power The Nature, in collaboration with recognized public institutes such as the Swiss agronomic research institute AGROSCOPE, the GEMBLOUX agronomic university in Liège, and the RITMO agro-environmental institute in Colmar. All tests were carried out on modulated nitrogen doses, in order to obtain response curves on a fertilization gradient.

FertiRoc increases crop yields and reduces nutrient and abiotic stress. Above all, it enables yields to be maintained over cropping itineraries associated with a 20% reduction in synthetic nitrogen fertilization.

**Biostimulant is approved in France as a fertilizer and growing medium under AMM number 6220601. It can be used in organic farming, is listed on the “intran.bio” website, and is FiBL and Demeter certified.**



FertiRoc requires no special equipment, and changes nothing in current practices. It is a wettable, foliar-penetrating powder. It can be used on all crops, and can be applied with any sprayer. It presents no incompatibility with other treatments, and the stages of application have been designed to be combined with conventional treatments.

**Power the nature announces the launch of FertiRoc. FertiRoc is an easy-to-use solution directly applicable to all farmers, designed to improve crop yields, reduce the use of synthetic fertilizers, and reduce the impact of agriculture on the environment.**

You can find a video presentation of the product's development here:  
<https://www.powerthenature.com/en/commitments/>



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## ABOUT POWER THE NATURE

Power the Nature is a company dedicated to the research and development of agri-environmental solutions tailored to the technical and economic needs of farmers.

Created by farmers, we mobilize our know-how to increase the technical and economic profitability of farms, and propose concrete solutions that are directly and easily applicable.

Biostimulants, plant nutrition, soil amendments, organic matter inputs, intercropping, alternative crops, conservation agriculture, etc. We work on sustainable alternatives to current farming methods, which respond effectively to environmental issues, but also and above all to those of farmers.

Based in Lausanne and Paris, we work in partnership with recognized agricultural institutes. All our solutions are validated in the field by farmers. We take care of production, and our know-how guarantees their effectiveness.

We work with partners who share our commitment to the distribution and marketing of our solutions

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