



POWER THE NATURE
SOLUTIONS AGRO-ENVIRONNEMENTALES

PRESS RELEASE

Paris, March 1, 2024,

POWER THE NATURE explains the symbolism of its logo: Let's give more importance to nature.

5 years after its creation, Power the Nature redesigns its Logo, without changing its meaning or its symbolism which inspired the founders at the time of the birth of the project.

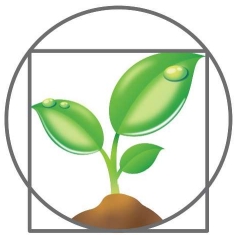
We take advantage of this updating of the logo to explain its meaning.

Since the beginning in 2019, the commitments and values of Power The Nature have not changed: For the environment and for farmers. We work to develop agro-environmental solutions that are profitable for farmers.

Organic or conventional, we think of "sustainable agriculture", that is to say agriculture with low environmental impact which preserves ecosystems, ecosystem services and natural resources. We work to reduce the impact of agriculture on the environment, but also to increase the technical and economic profitability of farms.

"The plant is the engine of life in the soil", but plants are also the engine of life on earth. Our commitments are strong, just as much as our passion for nature and for the profession of farmers.

We have created a Logo with strong symbolism that can convey our energy and our commitments:



It is inspired by Leonardo da Vinci's Vitruvian Man, a symbol of Humanism which means "Man at the center of everything / Man at the center of the Universe". And we replaced the man in the center of the circle and the square, with a plant, which represents nature.

Our convictions are that we must give more importance to nature.

Let's change our vision of Man at the center of everything, to give more importance to nature.

Helping farmers to reduce the impact of agriculture on the environment: these are the commitments of our company, and they are reflected in our logo.

You can find our commitments under the link:

<https://www.powerthenature.com/engagements/>



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POWER THE NATURE
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A PROPOS DE POWER THE NATURE

We are father and son, farmers for 3 generations, we have always worked towards sustainable agriculture and to improve the technical and economic profitability of farms.

Today we are realizing our vision of agriculture with Power the Nature, an innovative company researching and developing agro-environmental solutions in line with the technical and economic issues of farmers.

Our solutions come from reflections in the fields, "on the ground", they come from proven know-how of the farming profession, and they are then studied in partnership with recognized institutes in the agricultural sector.

We work on sustainable alternatives to current agricultural methods, which effectively respond to environmental issues, but also and above all to those of farmers. We mobilize our know-how to increase the technical and economic profitability of farms, with directly and easily applicable solutions.

Located in Lausanne and Paris, all our solutions are validated in the field by farmers. We ensure production and our know-how guarantees their effectiveness. We collaborate with partners who share our commitments for the distribution and marketing of our solutions.



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NOTRE VISION DE L'AGRICULTURE ET DE L'ENVIRONNEMENT

Organic or conventional, we think of “sustainable agriculture”, that is to say agriculture with low environmental impact which preserves ecosystems, ecosystem services and natural resources.

The plant is the engine of life in the soil, but plants are also the engine of life on earth. Photosynthesis is the most abundant and important chemical reaction on earth. And in the face of the climate emergency, photosynthesis is the only effective way to capture CO₂.

The next ecological transition will not happen without farmers, and will not happen without an Agricultural transition either. But this transition does not lie in the switch from conventional crops to organic, any more than it lies in the switch of farmers towards digital, or new technologies, which are highly dependent on fossil resources.

The previous green revolution was that of the race for yield driven by machinery and chemical inputs. The next will be that of sustainable agriculture accompanied by global reflections on the environment, and focused on the technical and economic profitability of farms.

We believe that it will be driven by farmers and stakeholders in the agricultural world, and that chemical inputs, just like digital technology and machinery, will have to remain economical and relevant.

We are committed to supporting farmers towards this next agricultural and ecological transition, by working to improve the performance of the current agricultural model while reducing its impact on the environment.



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