

Power the Nature enters the biostimulant market

The Moselle start-up Power the Nature, founded by two farmers, Jean-Martin and Pierre Niesner, is entering the biostimulant market with FertiRoc, a 100% natural mineral product.



Jean-Martin Niesner et son fils Pierre, deux agriculteurs mosellans, ont fondé la start-up Power the Nature et lancent pour 2025 le biostimulant FertiRoc. © M. SOULE

Improving the technical and economic profitability of farms while reducing their environmental impact, this is the ambition that pushed Jean-Martin Niesner and his son Pierre, farmers in Moselle, to create the start-up Power the Nature and FertiRoc, a 100% natural mineral biostimulant. The latter is the result of long-term work since from the idea to the final product, it took six years: two years of testing on their family farm, followed by four years of trials to reach the scientific validation process. The start-up has just completed the development of its biostimulant, now ready to be marketed.

Based on zeolite

The active ingredient of FertiRoc is based on zeolite, a volcanic rock in the shape of a honeycomb, capable of fixing nutrients (cations) in its pores. "We combined zeolite with calcium, magnesium and potassium. We did not choose them by chance, they are elements that are difficult for the plant to assimilate. Zeolite therefore acts as a vector", explains Jean-Martin Niesner.

For four years, FertiRoc was tested and validated by Swiss agricultural research, the Aisne Chamber of Agriculture, the IFV (French Institute of Vine and Wine) and Rittmo (Research & Development Center for Fertilizers and the Quality of Agrosystems). "As farmers, we know that to convince, you need proof. That is why we wanted to validate our product through a scientific process", explains Pierre Niesner.

Trials conducted on large-scale crops and vines have shown that FertiRoc stimulates photosynthesis and improves interactions between plants and soil microorganisms to ultimately boost the bioavailability and assimilation of nutrients. In open fields, it increases yields and makes it possible to "reduce nitrogen fertilization by 25%," emphasizes Pierre Niesner.

Referenced by Actura

As a guarantee of its effectiveness, FertiRoc obtained, last May, compliance with the "CE biostimulant" standard, and is certified for the claim "improves nitrogen efficiency". It has also been tested for two years with fifteen distributors of the Étamines network and is now referenced by Actura with the positioning "yield uncapping". The biostimulant will be available to network members from spring 2025. "Limagrain, Heineken and Betaseed have already contacted us with the idea of decarbonizing their sector", rejoices Pierre Niesner.

Designed for foliar application, FertiRoc is a formulated wettable powder, very fine (3 µm). Packaged in 10 kg bags, the product is compatible with any sprayer, respecting a dilution of 2%. In cereals, two applications of 1.5 kg/ha are recommended compared to three applications of 2 kg/ha in vines, for a cost per hectare of €42. The biostimulant is currently produced in Germany, but the two farmers hope to subsequently build their production unit in France.