

# A MESSAGE FROM THE EDITOR

## NEW AG INTERNATIONAL



Courtesy of K. Bailly

In 2011, the New Ag International Conference & Exhibition is likely to take place in the Middle East. Watch for updates in the coming months.

### WELCOME TO MIAMI

As I write these lines, hundreds of delegates from around the world are preparing to head to Miami for a busy week attending two events: the IFA-New Ag International conference on Enhanced Efficiency Fertilizers taking place 23-24th March, followed by the 8th New Ag International Conference and Exhibition on 24-26th March. This is the very first time that these events take place in the USA.

We had indeed at least two good reasons to choose the USA as the venue! To cut a long story short, bringing the world to the USA allows the world to learn from the USA about Enhanced Efficiency Fertilizers and also allows the USA to learn from the world about a number of new products such as biostimulants.

The USA is certainly one of the most advanced places in the world for the manufacture, the use and the research on “Enhanced Efficiency Fertilizers (EEF)”. Actually, this wording may not be the most appropriate to describe a group of products comprising of slow and controlled release fertilizers, and stabilized fertilizers- mainly Nitrogen products treated with urease and nitrification inhibitors. The Miami conference, where we partner with the International Fertilizer Industry Association (IFA) will be the perfect place to clarify the concepts of EEF versus Enhanced Efficiency Fertilization, and to hear about the trends in the market. In this issue of the magazine, we are delighted to publish a preview on the topic, written by a most respected world expert.

The USA is also one of the most advanced places for the re-use of waste water in irrigation systems, an issue of growing importance. In this issue, we are delighted to bring to our readers an update on the available technologies, also written by a well known expert on this topic.

Biostimulants: THE trendy issue in today’s discussions about plant nutrition, sustainable agriculture, etc. This market has been growing at a rapid pace during the past ten years. Sometimes however, the reasons why a product was working have been discovered up to three years after the product launch! Actually, biostimulants are better defined by what they do rather than by what they are but this is changing. There are a few countries in the world where the role of biostimulants and their effect on plant growth, resistance to abiotic stress and to diseases has been studied and documented on a scientific basis. These countries are mainly in Europe, especially Italy and Spain, but also in places where seaweed extracts are produced around the world. We are glad that some of the very top experts on biostimulants from the academic and industry circles are making the trip to Miami to support their American counterparts in their efforts to upgrade the awareness and the knowledge of the local players on these products. The North American market is most likely by far the most untapped market for these products. A perfect constellation to take challenges and seize opportunities! In the meantime, we are pleased to invite our readers to go through a preview article on what’s behind the name “Biostimulants”. This year will mark the 10th anniversary of New Ag International foundation. We would like to thank our subscribers, advertisers, readers, critics and contributors for their great support. They can rest assured that we will do our best not only to continue what they call “the good work” but also to improve and innovate while still making big news only of what and who deserves it.

I wish you good reading

Jean-Pierre Leymonie  
Editorial Director