



## Seeding Sustainability in Isterbies

Modern agriculture presents farmers with increasingly greater challenges. Extreme weather conditions, resource scarcity and the need to produce high quality food are putting immense pressure on farming practices. We are proud that more and more farmers are turning to the ProNativa® strategy. Despite extreme weather conditions and resource constraints, ProNativa empowers farmers to produce high-quality crops.

In 2023, Benjamin Ulrich, the managing director of LIRS Agrar- und Dienstleistungs GmbH, implemented the ProNativa strategy on his farm in Isterbies, Saxony-Anhalt. His impressive 1970 hectares of arable land, supplemented by 170 hectares of fallow land and 60 hectares of organic cultivation,

position Mr. Ulrich at the forefront of change. He continues to use the ProNativa strategy because, as he said, "it just works better," which is why he gladly agreed to become a Flagship Farm.

As a Flagship Farm for ProNativa, Mr. Ulrich has applied the strategic plan to 124 acres of land planted with a variety of crops. In canola, for example, he is seeing remarkable results with CYPERKILL® MAX and TONIVIT®. He shared his success with fellow growers at a field day he hosted, demonstrating the tangible benefits of the ProNativa strategy. He proved that ProNativa is a valuable strategy for the future of sustainable agriculture.

