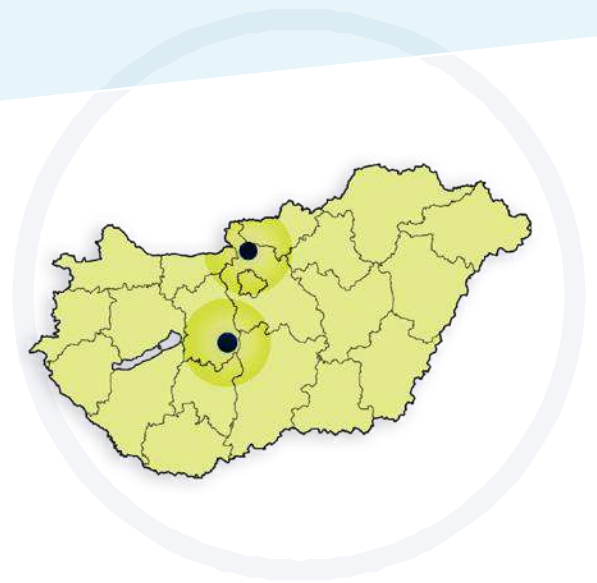




PROJECT UNDERWAY IN HUNGARY



In an effort to show Hungarian growers how ProNutiva® operating technology helps improve standard agricultural practices by increasing production yield, we began an autumn rapeseed project at two locations in 2016: **Mezőfalva** and in the outskirts of **Vác**, both in central Hungary. Since then, the Hungary team has been tracking and monitoring the results in the initial technical phase of the project, which will be followed in 2019 by the commercial launch of ProNutiva®.

The technical phases include documenting results through drone-captured videos and still photos. The trials team will also organize a field visit to the crops for key partners, emphasizing the importance of efficient external and internal communication in their training. The pre-launch plan serves as an integral part of 2018 activities and will provide a solid foundation for successful future adaptation.

In 2019, the team will create an Oil Premium Club, targeting growers who plant an average area of more than 300 ha, grow hybrids having high harvest potential and achieve higher production levels as a result.

Ultimately, the trials should drive yields of 4.5 to 5 tons per hectare against a national average of 3.3 tons/ha, which would more than compensate for the extra costs of the ProNutiva® program.

