

Alidad Invest Group received administrative registrations for BELOUKHA®

Date: 2015-2-3

Developed since 2007 by the ALIDAD Invest Group, BELOUKHA® has obtained its first administrative registrations for use in vineyards (weed and sucker control) and in potato crop management (desiccation).

Strictly a contact product with no systemic action and zero effect on grain soil germination, BELOUKHA® gives a shock effect which is already visible 2-3 hours after application and which will last for approximately three weeks depending on climatic conditions.



Obtained from a natural rape-seed oil extraction, BELOUKHA® meets today's requirements concerning Integrated Crop Production in agriculture. BELOUKHA® is harmless to people, water, soil and air. Degradation in the soil is very fast (2 days) with zero metabolite production.

Its environmental characteristics have granted BELOUKHA® access to the NODU VERT and IFT VERT qualifications. These characteristics make BELOUKHA® eligible also for the MAEC (Mesures Agro Environnementales et Climatiques) certification in accordance with regional priorities.

By now, BELOUKHA® is commercialized by JADE (Jardin & Agriculture Développement), subsidiary of the ALIDAD Invest Group.

For the campaign 2015/2016, development is in progress for use in several other fields such as – but not limited to - arboriculture, vegetables, crop rotation, with more to come, including industrial or broad acre crops.

Starting in 2016/2017 with close to 100 administrative registrations, BELOUKHA® will be present in the entire European market. Development for other important markets such as USA, Japan, and the Pacific Region is underway.

Also KATOUN® has obtained the administrative registration for weed control in amenities and public green markets in non-cultivated areas (General Treatment, Weed Control on passageways in parks, public gardens as well as sidewalks). Starting in 2015, KATOUN® will

be distributed by the SYNGENTA Group.

For the home garden market, the first products are due for launching from 2016/2017 onwards. Distribution will be effected by leading specialists in France and in the rest of Europe.

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