



HormoGroe: NANOFORMULATED PLANT GROWTH REGULATORS

The Problem

The problem is the use of chemicals and the inefficient absorption of agricultural inputs such as fertilizers and nutrients by plants.

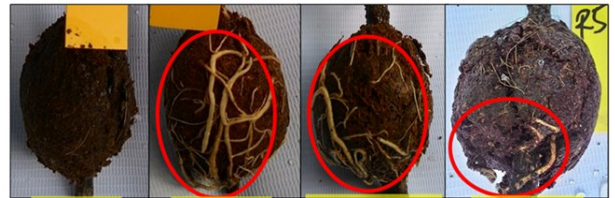
The Solution

HormoGroe is a controlled release nanoformulation of plant hormones derived from naturally occurring plant growth-promoting bacteria. HormoGroe is a plant stimulant consisting of natural hormones which increases survival of seedlings or stem cuttings when transferred to soil by promoting root growth in a short period of time. Unlike other plant hormones and root promoter products, HormoGroe is encapsulated in nano-sized granules for controlled release and to prevent degradation in the soil.



The Market

- ◇ Banana, Cacao, Coffee, Vegetables, Ornamentals and Other Crops
- ◇ Can be used in urban agriculture



The Competitive Advantage

| Product | HormoGroe | Hormex | Primo Maxx | Full harvest |
|----------------------|--|--|---|--|
| Synthetic | | Imported plant growth regulator that depends on the action of chemicals to produce the same result as Nano-PGR | Active ingredients cause chronic liver & kidney diseases & damages the marine environment | It shares the same mechanism with Nano-PGR. However, Nano-PGR is nanoformulated, which enables it to be efficiently absorbed by plants, making the technology superior over Full Harvest |
| Non Synthetic | Plant growth regulators derived from naturally occurring plant growth-promoting bacteria which increase survival of seedlings or stem cuttings | | | |

The Development Status

The technology has already completed the laboratory testing and the field testing. The prototype has been characterized for its properties and has been field tested using several crops, including coffee, cassava, banana, vegetables and some ornamental plants, including gumamela and bougainvillea.

What We Need

We are seeking for partners in distributing the product and test partners for other crops.

Collaborators:



For more information:

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