



European  
Commission

# LIFE Plants for Plants: 'First fully controlled plant-based biostimulant'

**Boost conventional agriculture's confidence: new organic biostimulants to reduce water, nutrients and pesticide demand**

## Your crop has a story to tell

Conventional agriculture accounts for 95% of the world's food production but is resource-intensive. The sector is hesitant to adopt more resource-efficient practices due to the limited reliability of current solutions. However, at the same time productivity growth is stagnating or declining in many areas due to pollution, declining soil quality, and biodiversity loss.

Today's agro-systems face multiple challenges: increasing productivity to meet rising food demand, improving efficiency to counter resource scarcity and climate change, and delivering ecosystem services to preserve soils, water, air, and human health. Furthermore, specific threats related to water, phosphorus, and fungicide efficiency are alarming. By 2030, water demand is expected to grow by 30%, and half of the world's population will live in areas with high water stress. Currently, industrial agriculture accounts for over two-thirds of the world's water withdrawal.

## Plants talk, we listen

The LIFE Plants for Plants (P4P) Project aims to introduce new organic plant-derived biostimulants (PBS) in conventional and organic agriculture. Biostimulants are substances and/or microorganisms that stimulate natural processes in plants or the rhizosphere to enhance nutrient absorption or utilisation, improve tolerance to abiotic stress, and increase crop quality or yield.

The precisely defined and reliable performance of P4P Products represent a new generation of plant-derived biostimulants which can enhance crop resource efficiency and improve resilience to climate change and diseases while maintaining or increasing the yield for more profitable farming.

The project consortium has successfully established its products, developed during the LIFE project, on the market. The products are certified commercially and known as "4-Good", "4-Vita", and "4-Terra". Plants for Plants is a revolutionary approach that can be used in both organic and conventional agriculture.

These biostimulants achieved significant environmental and socio-economic impacts by increasing crop climate resilience, reducing chemical and water use, increasing yields, and providing the coordinating beneficiary and biostimulant producer Van Iperen with a competitive advantage in world markets.

## Let's make the Green Switch (a message from the coordinating beneficiary - Van Iperen International B.V.)

*"Your crop has a story to tell. About its needs. About its resistance to Abiotic Stress. About the best circumstances in which it can prosper. We have listened to your crop for ten years. Then we came with an answer: an entirely plant-based biostimulant."*

## Learn more

Project acronym: LIFE Plants for Plants

Reference: LIFE18 ENV/NL/000043

[Project website](#)

Do you want to benefit as well from support to commercialise your innovative solution?

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