

The dawn of a new era

Agrovista Amenity is set to usher in a new era of turf management at the upcoming BTME 2024 event, which will take place from January 23 to 25, 2024, at the Harrogate Convention Centre.

At the event, Agrovista Amenity will unveil an innovative and high-performance turf fungicide designed to combat even the most challenging turf diseases in managed amenity turf.

John Marland, Head of Amenity at Agrovista Amenity, expressed his excitement about this groundbreaking development, saying, "We're thrilled to introduce this new, fast-acting, and long-lasting turf fungicide at BTME 2024. It represents a significant leap forward in turf disease control."

This innovative product launch is not only a testament to Agrovista Amenity's commitment to excellence but also a celebration of their partnership with BASF, a global leader in the chemical industry. Phillippa Overson, the Key Account Manager at BASF, conveyed her delight in collaborating with Agrovista Amenity, emphasising their joint dedication to advancing turf management practices.

"Here at BASF, we are thrilled to be teaming up with Agrovista at BTME in January, where we will be launching a brand new and innovative fungicide to the turf market," said Phillippa.

"The new fungicide product will be announced during the event, and those attending will get a first look at the top-of-the-range addition to the turf product portfolio; it's guaranteed to be essential in the turf management toolkit. If you're heading to BTME, then make sure to stop by the Agrovista Amenity stand and be one of the first to hear about this fantastic ground-breaking product!"

Visitors to the BTME event will be granted an exclusive opportunity to explore this cutting-edge fungicide technology at stands 120 and 125 in Hall one. Beyond the product showcase, Agrovista Amenity is offering a golden chance for attendees to earn BIGGA CPD points through a dedicated Amenity Academy course, providing in-depth insights into the innovative fungicide.

The Agrovista Amenity Academy, an invaluable resource free to all who sign up, not only delves into the intricacies of Agrovista Amenity's market-leading products through Product courses but also offers a diverse range of Knowledge courses covering crucial aspects of turf management. From turf disease management and chemical applications to seed selection and turf pest control, the academy is a comprehensive hub of knowledge.

Throughout the event, the Agrovista Amenity team, comprised of experts in the field, will be readily available to engage in discussions and provide guidance on individual requirements.



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This presents a unique opportunity for turf professionals to learn about cutting-edge solutions and gain invaluable insights. Be sure to visit Agrovista Amenity at BTME 2024 and discover the future of turf management.

For more information about Agrovista UK, visit www.agrovista.co.uk/amenity

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Photo Caption: Agrovista Amenity will be unveiling a new turf fungicide at BTME 2024.

Notes to editors:

Agrovista UK Limited is a leading supplier of agronomy advice, seed, crop protection products and precision farming services. Working in partnership with arable, fruit, vegetable, horticultural and amenity sectors, Agrovista is committed to helping customers manage their businesses more efficiently and more profitably. We are dedicated to our company purpose - releasing agronomic potential.

With roots originating more than 60 years ago, Agrovista offers a unique blend of local experience, research-based expertise, customer-based knowledge and trusted relationships; practicing values of honesty, integrity and fairness across all aspects of the business. Agrovista also embraces care for the wider environment, with an understanding of the important role now played by all those who manage the land, through dedicated initiatives such as Agrovista Soil Health and Agrovista Decision Support services.

Agrovista is part of leading international parent company, Marubeni Corporation.