

# BM START: Organic Biostimulant for flowering and fruit setting

Improve your performance, Increase your Income

BM START® is a liquid biostimulant made from GoActiv®, a seaweed extract derived from *Ascophyllum nodosum*. It enhances plant growth by promoting chlorophyll synthesis, root development, and enzyme production, leading to improved nutrition and vegetative growth. The technology also stimulates flowering hormones, increasing flower-to-fruit conversion and fruit coloration. B...



**NPP** Natural Plant Protection by UPL  
NPP by UPL  
André Monteiro

## Commodities

Vegetable crop, Fruits, Other root/tuber, Soybean, nuts

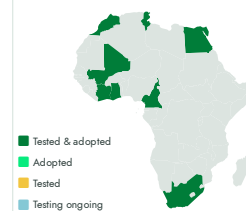
## Sustainable Development Goals



## Categories

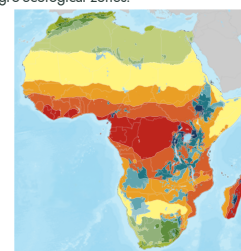
Production, Inputs, Biostimulant

## Tested/adopted in



## Where it can be used

This technology can be used in the colored agro-ecological zones.



## Target groups

Farmers, Sellers

This technology is **pre-validated**.

9-9

Scaling readiness: idea maturity 9/9; level of use 9/9

## Gender assessment

4

## Climate impact

2

2

## Problem

- Nutrient inefficiency limits plant growth and yield.
- Poor flowering and low fruit set reduce yield potential.
- Abiotic stresses (e.g., temperature fluctuations, water scarcity) impact plant growth and productivity.

## Solution

- Enhanced Nutrient Absorption: BM START® boosts chlorophyll synthesis, root development, and enzyme production, promoting faster growth and healthier plants.
- Improved Flowering & Fruit Setting: Stimulates flowering hormones and enhances flower-to-fruit conversion, leading to higher quality and larger harvests.
- Resilience to Abiotic Stress: Strengthens plants' resistance to environmental stress, maintaining yield under challenging conditions.

## Key points to design your project

BM START® is a biostimulant that improves plant nutrition, flowering, and resilience to abiotic stress, boosting crop productivity and food security while reducing agriculture's carbon footprint.

### To integrate BM START® into your project:

- **Estimate Product Needs:** Use 2 liters per hectare for each of three applications per crop cycle.
- **Consider Availability:** Assess local market availability and delivery costs.
- **Organize Farmer Training:** Provide training and post-training support to maximize effectiveness.
- **Develop Communication Materials:** Create outreach materials to inform farmers about BM START®.
- **Promote Supplementary Fertilization:** Combine with base fertilization for optimal yield.
- **Collaborate with Institutions:** Partner with agricultural institutes and agro-dealers for implementation.

These steps will enhance productivity and support sustainable, climate-resilient farming practices.

Cost: \$\$\$ **12.33 USD**

Initial cost for 1L

**3,102.40 USD**

Additional revenue per hectare

ROI: \$\$\$ **231 %**

Yield increase on mango



Patent granted, Copyright



**BM START**

<https://taat.africa/rck>

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