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With investment in Squall, SHIFT Invest contributes to more sustainable crop protection

Squall, the innovative, biodegradable additive that radically improves the effectiveness of crop protection has received investment from Shift Invest. Squall maximizes the deposition of crop protection and minimizes the drift of the droplets.

Summary

GreenA, the Dutch limited company located at Science Park Amsterdam has attracted an initial investment of SHIFT Invest. GreenA owns the patented polymer Squall, which greatly economizes on the pesticides and water used for spraying, and is highly effective. The revolutionary polymer reduces drift and enhances rain fastness by 50%. This spring, the product is available for all farmers in the Netherlands. Market development in Europe and North America will now be accelerated.

Details

Peter Buis, CEO of GreenA BV explains: "Sustainability of crop protection in the agricultural world is of great importance. Squall is an important building block for helping farmers to increase the crop yields. Reinforced by the investment, knowledge and network of SHIFT Invest, the impact of Squall can be enhanced."

The invention was designed over 10 years ago by Daniel Bonn, Professor of Physics at the University of Amsterdam. The polymer he discovered, received extensive attention from scientific journals and the international media. Establishing the link between the invention and its use in agriculture was crucial: to add Squall to the spray mix for crop protection. Moreover, the polymer Squall is 100% biodegradable.

Squall is a prime example of technology transfer: the transfer and application of technical and scientific knowledge into an innovative product that is widely available in agriculture. In 2010, Daniel Bonn and his father, Robert Bonn decided to establish the company GreenA on the basis of numerous lab and field trials. After a challenging start-up period and with the arrival of Peter Buis, with rich experience in international business development, Squall is now ready for the market.

Early this year, the team was strengthened with plant scientist Maarten Klein. In recent years, he led the plant research activities of DLV Plant. Maarten will liaise with farmers and the trade industry, and further develop field trials demonstrating the impact of the product with various crops and geographies. "With the addition of the polymer to the spray mix, the droplets exhibit a different behaviour. The water becomes a better carrier of the pesticides to the crops, and once present on the plant, the spray sticks better. Laboratory and field tests have proven that adding Squall reduces the water and pesticides use by 19 to 74%.”

www.greena.nl
SHIFT Invest Fund Manager Guus Verhees: "The innovative adjuvant Squall is widely applicable in global agriculture. By adding small amounts of Squall, the farmer can substantially reduce the use of pesticides and save money at the same time. The potential of Squall can contribute to the sustainability of the agricultural sector. Together with our partners we will support the company in the development, implementation and success of Squall in the market."

About SHIFT Invest

SHIFT Invest is a Dutch venture capital fund, investing in companies with the ambition to create sustainability and health impact through Food & Ag Transitions. SHIFT Invest is an impact investing fund generating environmental and health impact alongside financial returns.

Shift Invest focus is on innovations related to the food & agriculture value chain, healthy nutrition and clean technologies. Here it has the strongest network and knowledge basis and can offer more than just capital.

Investment themes include

- **Nutrients** - Produce high value nutrients to effectively feed 9 billion people
- **Bio-refinery** - Maximize added value of bio-based building blocks
- **Revaluing waste** - Reduce scarcity by revaluing (organic) waste
- **Food & Health** - Shift from cure to care with high quality, healthy food & consumption

www.shiftinvest.com

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