

Growth & Development in Mexico

Quentin Gomis, Biogrow Substrates, on the Mexican market:

"We see an ever-increasing interest in hydroponic growing"

"Ever since I was a little boy, my dad took me to the greenhouses where he worked. From a very young age I knew everything about growing tomatoes: the planting, the seedlings, taking care of the growth, and picking them," says Quentin Gomis. He has just been hired as the new commercial manager for Biogrow Substrates in Mexico and, together with their local partner Toyo Kasei, will help this market grow. "I have always believed the future of agriculture should be sustainable, and now it's the turn of my generation to help move the industry even more in that direction," he says.

Responsible products

Quentin has noticed that this movement is already going on in Mexico. "Little by little, farmers and growers are changing their ways. The world is changing and consumers are becoming more and more demanding with regard to ecologically responsible products. It's a big challenge for growers to change their ways of working and the transition to becoming sustainable can also be a synonym of "big investment."



However, growing in a more sustainable way also presents the growers with many advantages. "We see an ever-increasing interest in hydroponic growing, which is in large part due to growers noticing that they can produce up to three times more when using coco peat substrate compared to growing the conventional way."



2021: Another Challenging Year

With the ongoing impact of the global Covid-19 pandemic we, like many businesses, have had to re-think our strategy & vision in order to adapt and respond to these exceptional times we're currently facing. In addition to the global pandemic the actual sh crisis showed us once again the huge strategic benefit of having multiple production sites. With the shortage of shipping containers combined with large scale maritime hubs almost grinding to a halt we were able to fall back on our different production sites in the Philippines, Sri Lanka, India and in Brazil to ensure our substrates arrive to our customers' greenhouses with as little delay as possible.

2020 was a challenging year for many businesses and 2021 is turning out to be a rather exceptional year as well where we need to stay vigilant and reactive. As always we remain optimistic and positive about the future. In order to sail calmly through stormy seas you have to keep on innovating, improving and adapting to the changing conditions, which is exactly what has enabled us to continue growing, literally and figuratively, over the last 25 years.

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The Current State of Substrates in 2021

The value, demand and dependency for soilless substrates has never been greater. NEVER. Last year brought unprecedented changes as well as many opportunities to the horticultural industry worldwide. These challenges and opportunities set the stage for what should be a very interesting 2021 for all sectors of the industry.

Recent projections for global substrate demand have shed light on the challenges the industry faces in the years and decades ahead. A recent study lead by Chris Blok from Wageningen University projects the demand for substrates in 2050 to reach about 280 million m³, a 420% increase in just the next 30 years. New crops being produced in substrates (including soft fruit, vegetables and leafy greens, transplants, and cannabis) are helping to drive the future demand in addition to the emerging Chinese horticulture market.

Coconut coir is the number one peat alternative on a global scale and the global demand increases every year. In the past 20 years, the production and processing of coir pith has increased from 1 to almost 10 million m³ in 2020. Despite the success, the demand is high and many suppliers already cannot supply enough product to meet the demand—and that was before COVID.

Growing soillessly is the future of many horticultural crops, especially in areas of the world where arable land, water, labor and climate extremes are of a critical nature. The substrate industry will now, like in the past, rise to the occasion and work hard to supply growers and consumers with high quality products to meet the current and future demand.

Source: **Grower Talks**



News in brief:

- Launch of new Biogrow website imminent
- Biogrow Philippines in the starting blocks



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Qingdao, China
15th to 17th September 2021



- **Expo AgroAlimentaria Guanajuato**
Irapuato, Mexico
9th to 12th November 2021



- **Greenhouses of Russia**
Moscow, Russia
8th to 10th June 2021



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