

Which were the reasons and expectations for which Produsem was interested in the trefoil cultivation?*

MAURICIO CANTALE

Produsem, Ortiz de Ocampo 2590, Capital Federal (C1425DSN), Buenos Aires, Argentina

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Produsem is interested in trefoil cultivation, as well as in other crops and products, within the frame of a deep transformation of the company from the same moment of the purchase of the total of the stock package of Produsem by part of the economic group Kiñewen, mentor and author of this metamorphosis. One of the commercial objectives of this transformation, among other, is to be able to enlarge the options of products offered by the company to the agricultural farmer. In this objective particularly is the enlargement of the line of products dedicated to be part of forage sequence to which Produsem already attended with excellent products of its lines of alfalfa, forage sorghums and silage maize. In addition, the fact that *Lotus* in particular, is an excellent supplement of one of the main products of the company like alfalfa. So we perceived in Lotus the concrete possibility to offer a product that adapts to areas, soils or plans where alfalfa doesn't have space, with a nutritional and productive quality aligned with alfalfa. In the peculiar case of the agreement to produce and market the cultivar of *Lotus tenuis* (= *Lotus glaber* Mill.) PAMPA INTA, as everybody knows, this cultivar has characteristics differed from other narrowleaf trefoil that allow it to excessively overcome their competitors fundamentally in adaptability to extremely alkaline environments with grass interesting productions. This turns it extremely attractive as generator of business expectations to the eyes of the environment of Produsem. It reinforces and signs this convincing or motivation, the fact that it is the signature of a linking agreement with INTA, with the excellence and professionalism that means INTA as institution for the country and Produsem, in particular, product of the experience of past and current agreements.

* Translated by Mónica Rebuffo

