

# BIOFERTILIZERS BRIEF

Prepared by:

CPL Business Consultants

Milton Park Innovation Centre, Abingdon, OX14 4RY, United Kingdom

Tel: +44 1865 257 252, [info@cplconsult.com](mailto:info@cplconsult.com), [www.cplconsult.com](http://www.cplconsult.com)

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TABLE OF CONTENTS

**BIOFERTILIZERS BRIEF ..... 1**

    OBJECTIVE ..... 1

    METHOD ..... 1

    BIOFERTILIZERS BRIEF ..... 2

*What are Biofertilizers?* ..... 2

*Types of Biofertilizers* ..... 2

*The Current Market for Biofertilizers* ..... 2

*Major Biofertilizer Players* ..... 2

*Outlook and Potential for Biofertilizers* ..... 2

*In this case study, an international life sciences company engaged CPL Business Consultants to give an insightful briefing and answer questions on the market for biofertilizers. The client was considering a potential collaboration, and its board wanted to get a general understanding, an overview, of this sector. CPL was able to bring them up to speed and answer any questions they had.*

## **OBJECTIVE**

The purpose of this short report was to inform our client, a multinational life sciences company, on available types of biofertilizers, their markets and the major players in the industry.

## **METHOD**

This short briefing document was based on CPL's internal biopesticides and biofertilizer databases combined with publicly available information (*e.g.* data from government agencies, patents, scientific journals, trade press, internet *etc.*) and its extensive network of contacts.

Initially, CPL used primary and secondary sources to update the information on biofertilizer markets, trends, companies and new products. This included a patent review covering recent innovations in microbial products, for example, newly discovered organisms or applications. Finally, we reviewed, summarised and analysed additional recent information from trade publications and scientific literature.

Click to see [the contents of the study](#), or look below for an outline.

## **BIOFERTILIZERS BRIEF**

### **What are Biofertilizers?**

#### **Types of Biofertilizers**

- Symbionts
  - Rhizobial bacteria
  - Mycorrhizal fungi
- Free-Living Organisms
  - Plant Growth Promoting Rhizobacteria

#### **The Current Market for Biofertilizers**

#### **Major Biofertilizer Players**

#### **Outlook and Potential for Biofertilizers**

*Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. [Eight case studies](#) can also be reviewed.*