

**Elicit Plant Wins  
“Sustainable Crop Resilience Company of the Year”  
In 2025 AgTech Breakthrough Awards Program**



*Annual Awards Program Recognizes Innovation in Agricultural & Food Technologies Around the Globe*

ATLANTA, United States / MOULINS-SUR-TARDOIRE (Charentes), France, August 21, 2025 – [Elicit Plant](#), a pioneering French agri-biotech company specializing in phytosterol-based biosolutions, today announced it has been awarded “Sustainable Crop Resilience Company of the Year” in the 5<sup>th</sup> annual AgTech Breakthrough Awards program conducted by [AgTech Breakthrough](#), a leading market intelligence organization that recognizes the top companies, technologies and products in the global agricultural and food technology markets today.

Elicit Plant offers a new category of crop resilience technologies, powered by phytosterols, natural plant compounds scientifically recognized for their role in enhancing stress tolerance and helping growers navigate present and future weather unpredictability.

**A unique breakthrough technology for sustainable agriculture**

The company’s proprietary EliTerra® technology platform delivers foliar solutions designed for broad-acre crops like corn, wheat, barley, sunflower, and soybean. The result is the first-ever proven use of phytosterols in agriculture, providing farmers with preventive solutions that activate natural plant resistance before stress occurs. EliTerra® solutions optimize water use efficiency, combining partial stomatal regulation, enhanced root development, and cellular water retention mechanisms to help crops reduce water needs by up to 20%, without compromising growth or yield. This dual action supports higher yields with less water, contributing to more sustainable and resilient farming systems in all conditions.

Our patented technology is based on a unique mode of action: acting as molecular signals, phytosterols activate the plant’s natural stress-response mechanisms from within. This scientific breakthrough, combined with our expertise in formulation, allows us to develop preventive solutions that help plants build resilience proactively, before stress occurs.

The products are easy to apply, compatible with farm equipment, and are proven in both rainfed and irrigated systems, offering farmers measurable results in real-world conditions. The technology has been validated through over 1,000 large-scale field trials across diverse soils, climates, and geographies, demonstrating up to 10% yield gains, even under water stress.

*“What makes us stand out is our scientific rigor combined with market-ready scalability and global commercial success for Broadacre crops. The potential for developing new stress-specific and species-specific products using the EliTerra® technology platform is huge. Our product roadmap enables us to reach out to a wide range of crops,”* said **Jean-François Déchant**, CEO of Elicit Plant. *“Thank you to AgTech Breakthrough for the ‘Sustainable Crop Resilience Company of the Year’ award. We remain committed to developing solutions farmers can use with trusted science, in order to impact agriculture needs today and for the future.”*

ELICIT Plant solutions have been adopted by farmers across Europe, North America, and South America, culminating in over two million acres of treated fields.

## Global recognition for sustainable crop resilience

The AgTech sector is rapidly redefining how food is produced, managed and distributed – transforming one of the world’s most essential industries. From AI-driven crop analytics and precision farming platforms to sustainable agriculture solutions and autonomous equipment, AgTech is delivering greater efficiency, transparency and environmental responsibility.

The mission of the annual AgTech Breakthrough Awards program is to shine a spotlight on the breakthrough innovators who are not only keeping pace with this dynamic industry but actively driving it forward. By conducting one of the AgTech industry’s most rigorous evaluations of technology companies, reviewing thousands of award nominations each year, AgTech Breakthrough aims to inspire continued innovation and help propel the global agriculture sector into a smarter, more sustainable future.

*“EliTerra® technology is helping farmers adapt to climate uncertainty while improving resource efficiency and preserving productivity. Climate uncertainty holds significant impacts for farmers by disrupting traditional planting and harvesting schedules. Though mitigating these risks is a priority for growers, the market is dominated by reactive or chemistry-heavy approaches,” said **Bryan Vaughn**, Managing Director, AgTech Breakthrough. “Elicit Plant’s solution brings a preventive, physiology-based innovation that works from within the plant. By shifting agriculture from reactive stress management to proactive resilience building, Elicit Plant delivers a new standard in sustainable farming, helping farmers grow more with less water, whatever the conditions, wherever they farm.”*

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### About ELICIT PLANT

ELICIT PLANT is the only company in the AgTech sector that addresses the challenges of climate change impact on major crops globally, by reducing water consumption in plants by 20%. Its unique technology, EliTerra®, based on the exogenous supply of phytosterols, a group of plant-derived molecules, increases plants' resistance to stress by eliciting their natural defenses. Hundreds of field trials, combined with rapid adoption by farmers across three continents (Brazil, Europe, and the United States) for the first product aimed at corn, demonstrate that its bio-solutions are the only ones to secure yields and offer farmers a significant return on investment during water shortages.

ELICIT PLANT operates successfully in Brazil, Europe, and Ukraine and has experienced three-digit growth over the past 2 years. For more information: [www.elicit-plant.com/US/](http://www.elicit-plant.com/US/)

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### About AgTech Breakthrough

Part of [Tech Breakthrough](http://TechBreakthrough.com), a leading market intelligence and recognition platform for global technology innovation and leadership, the AgTech Breakthrough Awards program is devoted to honoring excellence in agricultural & food technologies, services, companies and products around the world. The AgTech Breakthrough Awards program provides a forum for public recognition around the achievements of AgTech companies and solutions in categories including farm management, indoor farming, IoT and robotics, FoodTech, analytics and more. For more information visit [AgTechBreakthrough.com](http://AgTechBreakthrough.com).