

Press Release

Elicit Plant Named “Climate Adaptation Solution of the Year” in 2026 AgTech Breakthrough Awards Program

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

ATLANTA, United States / ANGOULÊME, France, August 20, 2026 - [AgTech Breakthrough](#), a leading market intelligence organization recognizing innovation across the global agricultural and food technology markets, today named [Elicit Plant](#) as the winner of the “Climate Adaptation Solution of the Year” award in the 7th annual AgTech Breakthrough Awards program. The distinction recognizes Elicit Plant’s proprietary phytosterol-based technology, developed to strengthen crop resilience and help farmers adapt to increasingly unpredictable growing conditions.

A preventive approach to crop adaptation in an unpredictable climate

Climate uncertainty disrupts traditional planting and harvesting schedules and reducing crop yields, making adaptation a top priority for growers. As weather patterns become harder to predict, farmers increasingly need solutions that do not depend on knowing exactly when, how long or how severely crops will face stress.

While many agricultural responses focus on managing the consequences of stress once conditions deteriorate, Elicit Plant takes a different approach: preparing crops before stress occurs. The company uses a preventive, physiology-based approach that works from within the plant, drawing on phytosterols, natural plant compounds scientifically recognized for their role in stress tolerance, and pioneering their use in agriculture.

The company’s proprietary EliTerra® technology platform, *protected by 11 patent families and 70 patents granted in 42 countries*, turns that science into practical foliar solutions for broad-acre crops including corn, wheat, barley, sunflower and soybean. Applied before stress occurs, the products activate the plant’s natural resistance and improve water-use efficiency by combining partial stomatal regulation, enhanced root development and cellular water retention, reducing crop water needs by up to 20 percent without compromising growth or yield.

This preventive approach helps crops maintain performance when conditions deteriorate, without requiring farmers to predict precisely when stress will occur.

Easy to apply and fully compatible with standard farm equipment, the solutions are proven in both rainfed and irrigated systems and validated through more than 1,000 large-scale field trials across diverse soils, climates and geographies. This extensive field validation demonstrates performance across highly variable growing conditions. Adopted by farmers across Europe, North America and South America, with more than 2 million acres (over 800,000 hectares) treated to date, the solutions have demonstrated yield gains of up to 10 percent even under water stress and deliver an average return on investment of 2.5X or more.

*“Farmers cannot control when the rain comes, but they can prepare their crops for the season ahead,” said **Jean-François Déchant**, co-founder and CEO of **Elicit Plant**. “Our teams see it in the field every year: a crop prepared in advance holds its potential when the dry weeks arrive. This award belongs to the growers and agronomists who trusted a new approach and proved it at scale.”*

Press Release

Global recognition for a new approach to climate adaptation

The AgTech sector is transforming how food is produced, with innovations ranging from precision agriculture and AI-driven analytics to sustainable crop solutions and autonomous equipment.

The mission of the annual AgTech Breakthrough Awards program is to recognize the innovators transforming the global agricultural and food production landscape through technology. The program conducts a comprehensive analysis of companies, technologies and solutions advancing the way crops are grown and food is produced. From precision agriculture and AI-driven analytics to sustainable crop solutions and biotechnology, the awards highlight innovations helping agriculture become more efficient, resilient and sustainable.

*“Climate adaptation is one of the toughest categories to judge, because growing conditions never repeat themselves,” said **Bryan Vaughn**, Managing Director, **AgTech Breakthrough**. “Elicit Plant stood out in our evaluation for performing across that variability, taking a patented discovery from the lab to working farms on three continents. We are proud to recognize Elicit Plant as our 2026 Climate Adaptation Solution of the Year.”*

For Elicit Plant, climate adaptation is not about predicting the next stress event. It is about giving crops greater capacity to perform through climatic variability.

With commercial momentum building across Europe and the Americas, Elicit Plant continues to extend its EliTerra® portfolio to new crops and regions, giving farmers a preventive tool to protect crop performance as growing conditions become increasingly difficult to predict.

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About Elicit Plant

ELICIT PLANT is an AgTech company addressing the impact of climate change on broad-acre crops by reducing plant water consumption by up to 20%. Its patented EliTerra® technology, based on phytosterols, makes it the only agricultural company leveraging this class of plant-derived molecules to strengthen crops' natural resistance mechanisms against stress. Backed by thousands of field trials and rapid adoption across Europe, Brazil, the United States, and Ukraine, the company has doubled its revenue over the past two years and now operates commercially across these markets. Its solutions for corn, soybean, sunflower, and wheat secure yields and deliver strong return on investment to growers under water stress conditions. Elicit Plant's ambition is to become a global leader in climate-resilient agriculture, providing solutions that generate an average return on investment of 3:1 while helping produce more with less water. For more information: www.elicit-plant.com

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.

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