



## Listen to the genes

**Peter Balk, CTO**  
**Utrecht, 10<sup>th</sup> of May 2017**



Global forum  
for innovations  
in agriculture

2017 | UTRECHT | THE NETHERLANDS  
9-10 May, Jaarbeurs Expo Centre

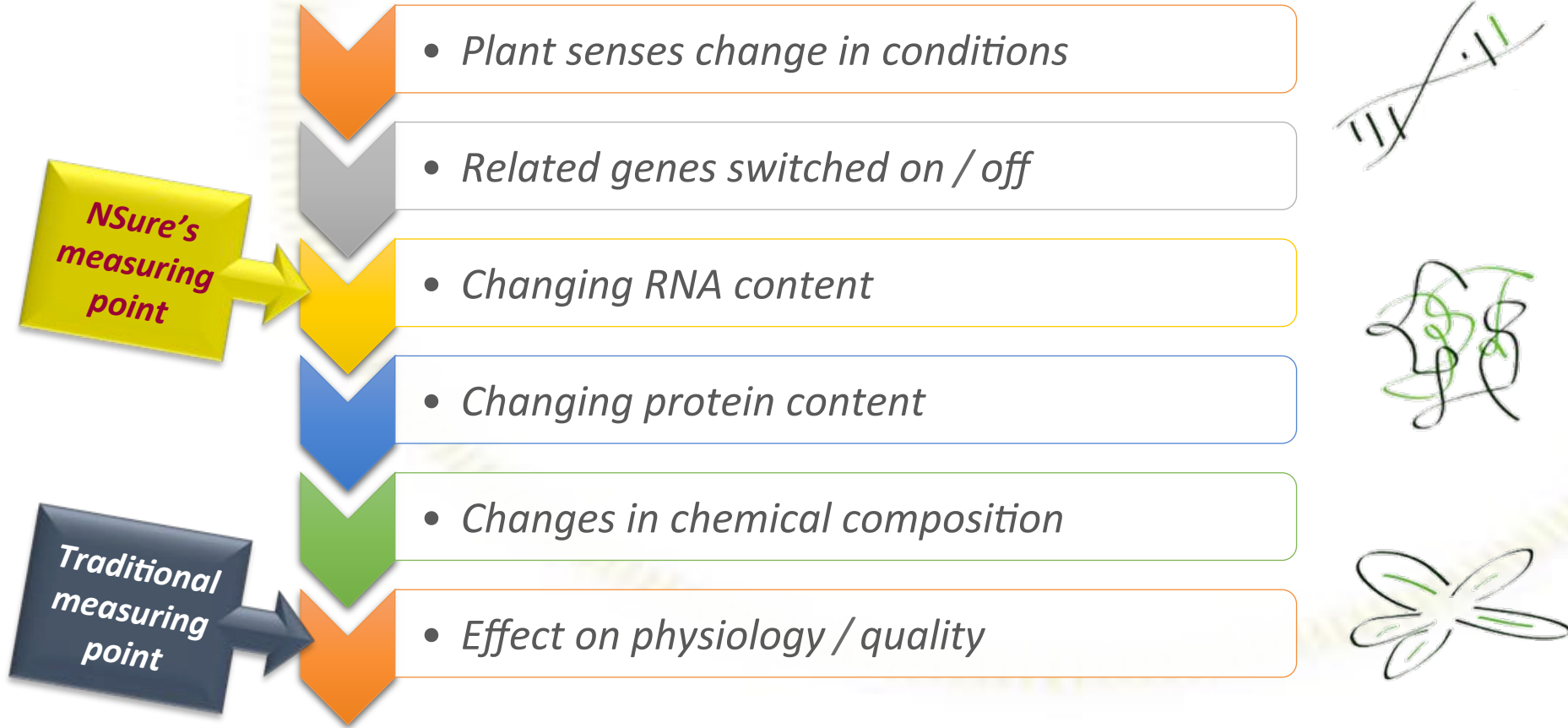
## About NSure

- Established in 2006
- Spin-off from Wageningen University
- Privately owned by investors and senior management
- Strong team of molecular scientists and sales professionals
- Optimize production/reduce waste for arable crops, vegetables, fruits, ornamentals and conifers
- Mode of action/Optimize effectivity of Biostimulants and chemical agents
- Easy methods



# Nsure's technology

## Focus on gene activity analysis



# NSure's focus area's

## 1. Physiological switches

Defining and understanding important tipping points in plant development (e.g. cold tolerance, bud break, ripening)



## 2. Early Warning

Limiting damage during cultivation or storage through the early detection of plant responses to pathogens or stresses (carrot, tomato, strawberry)



## 3. BioResponse - Response to treatments

Evidence and understanding of the effects of crop agents and biostimulants, and optimize their usage (kiwifruit, grape, cherry, soybean, tomato, apple)



# NSure's approach

Analyse and compare  
the activity of all genes



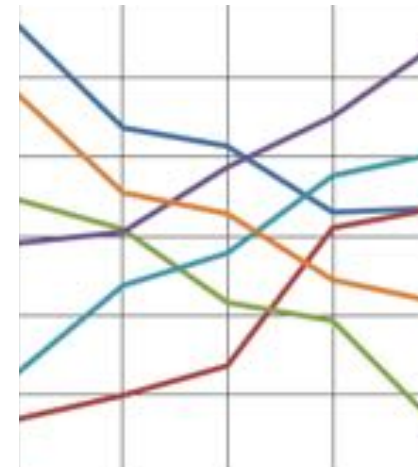
Mode of action



*Reveal  
correlations,  
identify relevant  
genes*



Analyse the activity  
of individual genes



Use individual marker genes for:

- Monitoring treatments
- Determine effectiveness
- Test development

# Applications of NSure technology

Tailormade tests  
(development and analysis)

R&D services  
(mode of action studies)



One of our most recent tests



Determine the optimal moment for your budbreak treatment

# BreakNSure

for kiwifruit



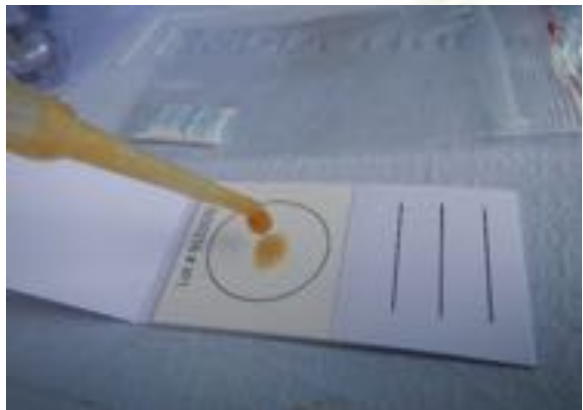
Visit our website: [www.nsure.co](http://www.nsure.co)



# BreakNSure test for kiwifruit : When to apply bud break treatment?



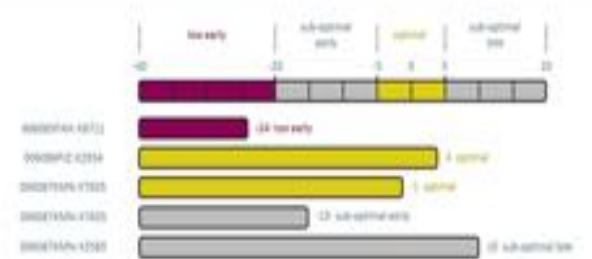
↓ easy sampling



from juice to advice



↑ secure optimal yield





## Join our mission

Contact us:

- Give us a call **+31.317.466666**
- Send us an email **info@nsure.nl**
- Visit us in Wageningen or at **www.nsure.eu**

## Thank you for your attention