

Desert Control signs first agreement in United Arab Emirates

Norwegian AgTech company Desert Control has developed a liquid natural clay (LNC) that restores soil and reduces water usage for agriculture and green landscapes. Following joint venture signing in Dec 2021, with Mawarid Desert Control LLC in Abu Dhabi, for sales and distribution in the UAE; local operations and commercial arms are now in place for roll out.

Sandnes, Norway, 10 June 2022 – Desert Control AS (DSRT) signs its first commercial agreement in UAE

Desert Control inks its first sales contract in UAE, on 10 June 2022, to supply and implement the liquid natural clay (LNC) for landscape. This represents a real impact adoption going beyond the validation phase into true believers in the innovative water-saving-soil-saving solution. The first adopter sees value beyond the water saving factor, whereas facility management practices meet the sustainable objectives of the UAE with a cost saving and longer lasting prosperous impact. A first step towards reducing water in landscaping environments to free up resources for food security.

Preparation work is underway, ahead of mobilizing the team to the assigned area. An update will follow on the implementation day by end of June.

LNC solution is a nimble, cost efficient, rapid enabling tool to overcome pressing challenges of preserving natural resources to grow more food locally in healthy soil for better local food autonomy. The Agri-Tech innovation combats desertification with loss of fertile soil and helps prevent plant fatalities in areas with limited access to freshwater or sweet water resources.

Over the past years Desert Control ran a series of testing, piloting and validation in the Middle East, targeting agriculture and landscape segment in the UAE.

Following the issued validation certificate from International Centre for Biosaline Agriculture (ICBA) in Dubai, specialized in agricultural research, Desert Control confidently shares the proven performance of the LNC in the UAE. The study focused on LNC performance on various soil types in the Emirates taking into account the salinity levels, diverse vegetation found in local agriculture and landscape, water quality, agriculture practices and climate all year round. With those conditions into account, LNC can achieve up to 50% of water saving. This translates into getting a higher and better outcome with less water.

LNC is hyper disruptive water saving irrigation and soil enriching innovation, due to its efficient adaptation on existing rooted plants and lawn which gives it a competitive advantage.

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About Desert Control:

Desert Control specializes in climate-smart Agri-tech solutions to combat desertification, soil degradation, and water scarcity. Its patented Liquid Natural Clay (LNC) enables sustainable ecosystem management by restoring and protecting soil's ability to preserve water and increase yields for agriculture, forests, and green landscapes. LNC enables sand and degraded soil to retain water and nutrients, thus increasing crop yields and ecosystem resilience while preserving water resources by up to 50%.

Agriculture and food production already consume more than 70% of all available freshwater. Desertification and soil degradation further increases water consumption in a negative spiral. Our growing global population will require more food in the next 40 years than was produced over the last 500 years, putting even more pressure on vital resources such as water. This is the problem Desert Control is determined to solve. According to the United Nations, twelve million hectares of fertile land perish to desertification, representing an annual \$490 billion loss to the global economy.

Desert Control's vision is making earth green again.

<https://www.desertcontrol.com>