



BARBARA NOVAK

Barbara Novak is an agronomic engineer with an International MSc. in Horticultural Sciences obtained from the University of Bologna and the Technical University of Munich (Magna Cum Laude) in 2012

Barbara Novak started her professional career as a scientist at the Department of Horticultural Sciences at the University of Bologna, serving in various research projects related to stone and pome fruit orchard management, including deficit irrigation regimes, drought management, and post-harvest technologies. Subsequently moving to the Department of Agricultural Economics, Ms. Novak contributed to several research projects in wine economics and marketing, organic supply chains, and supply chain optimisation; her main research activity was on agribusiness development models in Sub-Saharan Africa, with a specific focus on market development of fertilisers and specialty fertiliser products in the area.

In 2014, Ms. Novak started to work with the one of the largest manufacturers and distributors of specialty fertilisers and biostimulant products in the world and was appointed as the regional business developer for Sub-Saharan Africa. Simultaneously, she began following developments in the revisions to strategic national and European regulatory frameworks, in particular the EU fertiliser and EU organic agriculture legislation. Ms. Novak was a participant in the European Biostimulant Industry Council (EBIC), the official biostimulant industry representative group, interfacing with the European Commission with the aim to promote the development of suitable regulatory frameworks for biostimulant/specialty fertilizer products, now to be included in the revised EU fertiliser framework (NFL) coming into force in 2018.

Ms. Novak has supported various non-governmental agencies focusing on agricultural and rural development in Sub-Saharan Africa, working both remotely and on-site in consulting on strategy for creating fertilizer dashboards, data collection/sharing/co-creation activities, fertilizer product innovation and food value-chain development on the sub-continent.