The Winners
2017
We bring the international markets to our client’s reach.

**Market Intelligence**
We use multiple key sources of information to generate a clear picture of the markets, such as potential customers, barriers, competitors, and its growth potential. We simply facilitate our customer’s decisions with the most complete information.

**Regulatory Affairs**
Development and Registration of crop protection products, and unrivalled expertise to assist with the regulatory requirements for the crop protection submissions. Regulatory process under control.

**Sales Strategies**
We identify the right channels according to each product and Market. Facilitate the best agreements and introduce a sales monitoring and representation service, to ensure forecast achievement.

**Mergers & Acquisitions**
One plus one makes three: This equation is the special alchemy of a Merger or an Acquisition. The key principle behind buying a Dossier or a Company, is to generate value over and above the investment.

We are actually the only company in the Plant Protection field, that can fully support the client to reach their targets throughout the whole internationalization process.

**OUR GLOBAL REACH**

www.dextrainternational.com
Welcome to Agrow’s special supplement for the tenth Agrow Awards. The best in the crop protection industry gathered in London on October 30th to take stock of their achievements in the past year. The market presentations and insightful panel discussions during the Crop Protection Leaders’ Forum held in the afternoon was followed by the glamorous black tie awards dinner and presentation. The discussions ranged from the impact of macroeconomic factors on the industry, to politics in regulatory decision making, to new technologies and the future of the industry.

The Awards were instituted in 2007 to provide a medium to companies around the world to showcase their expertise and creativity on a global platform. With the Agrow stamp of approval behind them, they were quickly established as a highly-coveted symbol of excellence.

As was evident from the shortlist, there was a broad diversity within the applications. Competition was especially intense in some categories, and we were forced to accommodate more than our stipulated maximum of five per category.

Read all about it in the following pages.

Sanjiv Rana
Editor in Chief, Agrow

SPONSORS:
DowDuPont emerges victorious at 10th Agrow Awards

Dow AgroSciences and DuPont together collected four awards at last night’s prestigious Agrow Awards ceremony in London, UK. Former Dow AgroSciences president and CEO Tim Hassinger added to the tally with the award for Best Manager with Strategic Vision. Dow and DuPont have always been strong contenders at the Agrow Awards and these applications were the last to be submitted as separate entities before their merger to form DowDuPont in late August. Contending applications were shortlisted in early October.

Dow had the bragging rights among the partners at the tenth Agrow Awards ceremony, collecting three awards to DuPont’s one. Dow picked up the award for best R&D Pipeline but DuPont was not a contender in this category. US biopesticide company Marrone Bio Innovations was highly commended by the judges in the best R&D pipeline category. Dow was also honoured in the Best New Crop Protection Product or Trait category and Best Application Technology Innovation. DuPont won for the Best Marketing Campaign.

**Dow’s genetically modified herbicide-tolerant Enlist cotton stacked with insect-resistant WideStrike 3 was judged as the Best New Crop Protection Product or Trait at the 2017 Agrow Awards. It provides tolerance to the herbicide, Enlist Duo (2,4-D choline + glyphosate), which combines two modes of action to combat tough-to-control and resistant weeds. WideStrike 3 contains three genes protecting from damaging lepidopteran pests. The non-profit 2Blades Foundation was highly commended for its “2Blades inside” gene stacks for durable disease resistance. Dow’s Drift Reduction Technology was judged to be the Best Application Technology Innovation. It delivers improved physical properties, maintaining mean droplet size and preserving efficacy. The technology has been commercialised in the herbicide, Enlist Duo, and will be included in other products. Canadian company Bee Vectoring Technology was highly commended for its novel system for delivering biopesticides via bees.**

**DuPont triumphed in the Best Marketing Campaign category for its “This changes everything” campaign. It was used to promote the launch of the fungicide, oxathiapiprolin (trade-marked as Zorvec). The campaign focuses on content created at the global level and implemented locally and will be used to promote Zorvec in more than 40 countries.**

The Best New Biological Product was deemed to be Mitsui & Co subsidiary Certis USA’s LifeGard WG (Bacillus mycoides isolate J) biological plant activator. It is the first biopesticide that works exclusively by inducing resistance to diseases, including fungi and viruses. The product had a limited US and Canadian launch this year on conventional and organic crops. Judges commendations went to Ecospray’s garlic extract-based nematicide, Nemguard SC, and Mahindra Agri Solutions’ red green algae-based product, Jingo NXG.

Spanish agricultural bioproducts supplier Seipasa received the award for Best Formulation Innovation. Its patented low-risk liquid micro-organism formulation
provides microbial stability and a two-year shelf life despite not containing biocides. Dow’s herbicide, Loyant NeoEC (florpyrauxifen-benzyl – trade-marked as Rinskor), was highly commended.

The award for Best Packaging Innovation went to the Brazilian national institute for processing empty packages, the inpEV. Its Ecaps are manufactured by Campo Limpo Lids and Plastic Resins from recycled pesticide caps and containers. They result in an 87% reduction in greenhouse gas emissions compared with regular caps.

The Canadian company, Vive Crop Protection, and Arysta LifeScience (part of Platform Specialty Products) took the award for Best Industry Collaboration. The two collaborated to combine Vive’s polymer-based Allosperse delivery system with Arysta’s proprietary fluoxastrobin fungicide chemistry to develop liquid fertiliser-compatible products for the in-furrow market. There was a special judges commendation for the partnership between the Australian industry stewardship organisation, Agsafe, and Landmark Operations.

The award for Best Stewardship Programme went to CropLife Asia for its Madhu Sandesh project. The scheme has provided rented beehives to farmers growing pollination-dependent crops to provide first-hand experience of the need for responsible agrochemical use. CropLife Australia’s MyAgCHEMuse scheme was highly commended.

CropLife International won the Best Public Outreach Programme award for its “Food Heroes Campaign”. It invited farmers and plant scientists to share their stories about growing crops, the difficulties they face, and to explain the methods they are employing. The European Crop Protection Association’s “With or without pesticides?” campaign was highly commended.

The Best Company from an Emerging Region was the Chinese company, Nanjing Red Sun, with a commendation for Chinese company Limin Chemical. The Best Supplier was Chinese company Hangzhou Udragon Chemical. The award for Best Supporting Role went to contract analytical laboratory EPL Bio Analytical Services.

Tim Hassinger’s award for Best Manager with Strategic Vision was in recognition of his many contributions to the Dow AgroSciences business. He assumed the role of president and CEO in 2014, bringing more than three decades of agricultural experience. Mr Hassinger’s leadership led Dow to its best year ever in 2016 with many notable achievements in performance and technology. He left Dow this year to become president and CEO of US agricultural equipment and irrigation specialist Lindsay Corporation.

The Lifetime Achievement award went to Syngenta’s Dr Gerardo Ramos. He was appointed head of global discovery chemistry shortly after the formation of Syngenta in 2000. Dr Ramos later became global head of crop protection research and finally head of crop protection development. He has been instrumental in building an unrivalled crop protection chemistry pipeline, state-of-the-art R&D infrastructure and a rich pipeline of talent. After a highly distinguished career, Dr Ramos is retiring from Syngenta at the end of the year.
Adding more value

Coming up with multi-product Synthesis Plant.

Our Products

<table>
<thead>
<tr>
<th>Cymoxanil</th>
<th>Tricyclazole</th>
<th>Myclobutanil</th>
<th>Metalaxyl</th>
<th>Hexaconazole</th>
</tr>
</thead>
<tbody>
<tr>
<td>Propiconazole</td>
<td>Difenconazole</td>
<td>Tebuconazole</td>
<td>Azoxyastrobin</td>
<td>Propargite</td>
</tr>
<tr>
<td>Metalaxyl-M</td>
<td>Thiamethoxam</td>
<td></td>
<td>Dodine</td>
<td></td>
</tr>
</tbody>
</table>
The agricultural industry faces the challenge of feeding the growing world as the available resources become stretched. Dow AgroSciences’ award-winning R&D pipeline contains both crop protection and seed trait solutions that will help continue to make agriculture more sustainable. These innovations will help farmers meet anticipated consumer global food supply demands.”

WINNER: Dow AgroSciences

HIGHLY COMMENDED
• Marrone Bio Innovations

SHORTLIST
• AgBiome
• Imperial College London
• Jiangsu Yangnong Chemical
• Shenyang Sinochem Agrochemicals R&D

This award goes to all crop protection companies actively undertaking research and development. The winner has what the judges deem to be the most promising batch of new active ingredients and/or crop protection biotechnology traits in R&D. Judges were looking not just at the size of the pipeline, but also for quality, innovation and potential value. All active ingredients/trait solutions from the early research phases through to field development and registration, but not yet on the market at the time of entry, are eligible to be included in the pipeline.
The most effective protection comes from nature
"It has been an honor for Seipasa to collect this award in this outstanding Agrow Awards ceremony gathering so many leading companies within the agrochemical industry.

This award can be summarized in just three words for us: innovation, pride and thanks. Innovation because this is a key point within our mission. In Seipasa we are strongly committed to innovation to move towards more rational and sustainable agriculture.

Second, let me mention the pride we feel for all the efforts we have put in Fungisei. We truly believe in natural active ingredients to control pests and diseases. That is the way the have done in the past 20 years. And finally, I want to thank all of you who have trusted Seipasa and in Fungisei to be deserving of this international recognition."
Looking for knowledge & experience for global markets

JOIN US!

hr@maxunitech.com
maxunitech@maxunitech.com

Innovation for Agrochemicals

17th China International Agrochemical & Crop Protection Exhibition
Booth: H1, 1D28
www.maxunitech.com
Best New Biological Product

WINNER: Certis USA
(LifeGard biological plant activator)

HIGHLY COMMENDED
• Ecospray (Nemguard SC)
• Mahindra Agri Solutions (Jingo NXG)

SHORTLIST
• BASF (Serifel)
• Plater Bio (Fungal chitosan)
• Seipasa (Fungisei)

This award goes to the best new crop protection or crop enhancement product derived from a naturally occurring organism to be introduced since January 1st 2016. The judges looked for a product that is not only effective but is formulated in a way that is acceptable to users and distributors and can forge a niche in a market dominated by synthetic chemicals. They were looking for products that not just perform in the laboratory, but work in the real world.
Policy change can have major impacts on the agri-food and bioenergy sectors, as well as on the overall macro economy. In the EU, policy makers must address the direct impact of Brexit as well as the shape of the Common Agricultural Policy post-2020. This will be impacted by the post-2020 EU budget agreement as the EU loses its second largest net contributor.

A host of policy issues – both directly and indirectly impacting agriculture – are being discussed around the world. These involve trade agreements, environmental regulations, climate change and renewable fuels/bioenergy, approach to GMOs.

There is considerable uncertainty about what the new agri-food and bioenergy policies might look like and what they may mean for businesses operating along the value chain. Are you prepared for these changes and how they will impact your business?

Informa’s Agribusiness Consulting provides agricultural policy and economic consulting services that can help you understand the impact of policy on your business. We offer a range of services, including:

- Economic modelling and forecasting
- Economic analysis and policy evaluation
- Economic and policy impact assessment
- Economic impact of technological change
- Scenario planning
- Market information and statistics
- Market, sector and micro-economic analysis
- Policy and legislation monitoring and business impact analysis
- Trade and economic analysis
- Financial investment and due diligence
- Business impact analysis and strategy
- Training and institutional development

Dr. Dylan Bradley:
Senior Consultant European Agribusiness Consulting
+44 (20) 701 75957
Dylan.Bradley@Ceasc.Com


Contact us today to see how we can help you and your business achieve tangible results.
Best New Crop Protection Product or Trait

WINNER: **Dow AgroSciences**
(Enlist cotton trait stacked with WideStrike 3 Insect Protection)

“Cotton farmers are all too familiar tough to control weeds robbing yield in their fields. Enlist™ cotton, launched by Dow AgroSciences in 2017, has a trait that provides tolerance to Enlist Duo® herbicide, a combination of 2,4-D choline and glyphosate. This combination provides an effective combination of multiple modes of action that help farmers combat common resistant weeds in cotton. Together, the Enlist cotton trait and Enlist Duo herbicide are key components of the Enlist weed control system.”

**HIGHLY COMMENDED**

- 2Blades Foundation (2Blades inside)

**SHORTLIST**

- Indian Institute of Horticultural Research (Bt Cry proteins against coffee white stem borers)

Open to all crop protection companies, the award recognises the most important new crop protection active ingredient or trait launched since January 1st 2016. The award is open to nominations for agrochemical, agbiotech and biopesticide products. The judges looked for a product that has demonstrated immediate commercial success, that has long term potential and that stands ahead of its competitors in terms of efficacy, environmental or user safety, and that has had a demonstrable effect on the ability of farmers and growers to protect their crops.
Founded on Trust. Envisioning Infinite Possibilities.

Becoming a leading Agri Chem company took us foresight, acumen and ability. But it all started with our foundation of trust. Our principles of complete business transparency and an adherence to the highest standards have made us global experts and a partner of choice in our business. We are confident that our belief in trust will lead us to infinite possibilities by leveraging our capabilities across the Agri Sciences value chain by providing integrated and innovative services & solutions by partnering with the best.

OUR BUSINESS PRINCIPLES

ADAPTABILITY
Constantly transforming ourselves like water, we are nimble footed and highly responsive to change.

TRUST
We work with integrity of purpose, honesty in action and fairness in all our dealings.

SPEED
Blazing ahead, we constantly strive to work with speed in the way we observe, think and act.

INNOVATION
The constant quest for horizon, the never ending search for a better, newer way to do things. Innovation is a way of life for us.

PI Industries Ltd
www.piindustries.com | info@piindustries.com
Best Application Technology Innovation

WINNER: **Dow AgroSciences**
*(Drift reduction technology)*

Dow AgroSciences’ Drift Reduction Technology, as commercialized in Enlist Duo® herbicide and other products, builds in the ability of products to deliver physical properties that reduce drift, while maintaining mean droplet size and preserving efficacy. This technology is a win for farmers as it addresses concerns about spray drift from agricultural product applications to ensure the amount of product reaches its correct target and not susceptible vegetation and crops, wildlife and waterways.

PI Industries’ GK Venugopal, Dow’s representative and host Sameena Ali-Khan

**HIGHLY COMMENDED**

- Bee Vectoring Technology
  *(Bee vectoring)*

**SHORTLIST**

- Stockton (Regev)

This award applies mainly to the development of agrochemical adjuvants used to improve the precision or safety of pesticide applications. The types of technologies we have in mind are agents to reduce the off-target drift of foliar sprays or agents to reduce the amount of dust from seed treatments. The award is open to all agrochemical and adjuvant manufacturers and formulators.
Best Stewardship Programme

WINNER: CropLife Asia
(Madhu Sandesh: Promoting pollination on Indian farms)

“We are honored to receive this recognition. Of course, it’s not about CropLife Asia – it’s about what we can do collectively as stakeholders to put farmers first. This award is a testament to the hard work and efforts of many, most notably our partners ICAR and KVK Baramati.

Ensuring responsible use of crop protection products while also protecting pollinators helps ensure that our food supply remains sustainable and safe. On every level, good stewardship is a shared responsibility; the Madhu Sandesh project provides a platform to enable partnership through a game-changing approach that is benefiting farmers and our environment.”

- Dr. Siang Hee Tan, Executive Director of CropLife Asia

HIGHLY COMMENDED

• CropLife Australia (MyAgCHEMuse)

SHORTLIST

• Dow AgroSciences (Good agricultural practices stewardship programme in Brazil)
• European Crop Protection Association (TOPPS water protection)
• inpEV – National institute for processing empty packages, Brazil (Return of unwanted pesticides)
• Syngenta Crop Protection (Global stewardship network)

Agrow’s Best Stewardship Programme Award is designed to recognise an outstanding scheme for managing agrochemical or agbiotech products in the marketplace in a sustainable way. Stewardship can be described as a life-cycle approach to product management and can encompass a wide range of initiatives. Examples include encouraging safe and responsible use, resistance management programmes and the disposal of containers and obsolete stocks. Entrants must have played a central role in the development or implementation of a successful stewardship programme within the last three years. Potential winners could include industry associations, companies or individuals.
Best Public Outreach Programme

WINNER: CropLife International
(Food Heroes campaign)

"We are delighted to accept the Agrow Award for Best Public Outreach Programme for our #FoodHeroes campaign. We all know that without farmers, there would be no food, but not everyone is aware of the role plant scientists play in helping those farmers feed the world. In fact, we think it’s one of the greatest support acts on the planet. Our award is on behalf of the hundreds of farmers and scientists that took part in our campaign, the thousands of people that engaged with us on social media and the millions of farmers working every day, supported by plant science, to feed the world."

– Howard Minigh, CEO CropLife International

HIGHLY COMMENDED

• European Crop Protection Association (With or Without Pesticides campaign)

SHORTLIST

• BASF (Clearfield: Campaign against the use of illegal rice seeds in Brazil)

• China Crop Protection Industry Association - CCPIA (Using pesticides safely and scientifically)

• CropLife America (#AgLoudAgProud campaign)

• Dow AgroSciences (Hunger Solutions network)

Agrow’s Best Public Outreach Programme Award is designed to recognise excellence in the communication of information on the benefits of agrochemical or agbiotech products. This could include campaigns aimed at the user community or to the wider public. A campaign through any type of medium, such as print, television or internet, might be eligible for this Award. Entrants must have played a central role in the development or implementation of a successful outreach programme since January 1st 2016. Potential winners could include industry associations, companies or individuals.
Agrow Seed Treatments 2017
Crops | Formulations | Disease | Insect and Pest Control | Companies | Fungicides and Insecticides

Key Features
- Market drivers
- Market restraints
- Fungicides and Insecticides
- Additional seed treatment compounds

Gain critical insight into the global seed treatments market.

This unique report is essential reading for those in the seed treatment industry.

Within this revised and updated report we provide profiles of twelve major companies, thirty three fungicides, and twelve insecticides. In addition, we comprehensively detail other compounds that can be applied as seed treatments.

Order this report now to find out more about new formulations, disease, new products, and the major companies within the sector.

Key Insights
Estimates of the size of the global seed treatments market vary, but our report predicts on current growth trends it will reach around $8.3bn in 2021. This fast growing global market has diverse applications and uses, as the report fully explains.

For contents, sample pages and more information visit: store.agribusinessintelligence.informa.com

How to Order
Email: reports@agri.informa.com
Call: +1 (212) 652 2657  |  +44 (0) 207 017 4308  |  +852 2234 2919
Visit: store.agribusinessintelligence.informa.com
Best Industry Collaboration

WINNER: Vive Crop Protection/Arysta LifeScience

“Arysta LifeScience: At Arysta LifeScience, we believe that collaboration is one of the smartest ways to bring innovative tools to our grower-customers, which is why winning this award is so gratifying. Our partnership with Vive brought together an innovative delivery system from Vive with proprietary fluoxastrobin fungicide chemistry from Arysta LifeScience. This combination of expertise resulted in the introduction of Tepera® Fungicide and Tepera Plus Fungicide + Insecticide (containing bifenthrin)—an important development in the in-furrow market, since both are liquid-fertilizer-compatible products.

Vive Crop Protection: Co-application of starter fertilizer and fungicide and insecticide provides early-season protection and maximizes yields. Arysta LifeScience and Vive Crop Protection recognized the need for an in-furrow product with best-in-class fertilizer compatibility. This led to a collaboration to combine Vive’s Allosperse Delivery System with Arysta’s proprietary fluoxastrobin chemistry. Vive is very thankful to have received the Agrow Award. It is great recognition of the work we are doing with crop protection manufacturers and distributors.”

– Keith Thomas, Chief Executive Officer, Vive Crop Protection
New DuPont™ Zorvec™ offers an unmatched combination of consistency and longer-lasting disease control, helping you yield a healthier, more uniform potato crop for a better business.

Zorvec™: This Changes Everything
zorvec.dupont.com
Best Marketing Campaign

WINNER: DuPont Crop Protection
(This Changes Everything)

“DuPont Crop Protection is honoured to receive the 2017 Agrow Award for “Best Marketing Campaign” for the launch of DuPont™ Zorvec™ disease control. Zorvec™ is a crucial tool to help potato, grape and vegetable growers fight late blight and downy mildew.

“This Changes Everything,” the creative platform for DuPont™ Zorvec™, highlights how the unmatched consistency and control of Zorvec™ helps growers achieve a better, more successful crop every season, even in difficult environmental conditions.

The campaign will bring this product and message to more than 40 countries by 2020, providing a world-class disease control solution that growers can count on to contribute to their success season after season. Thank you to the entire global DuPont™ Zorvec™ team for your time and talent over these past 10 years – from molecule development through launch.”

SHORTLIST

• Adama Agricultural Solutions (It’s Cronnos’ Time)
• CropLife America (#GiveACrop campaign)
• Dow AgroSciences (Anti-Waste Movement: Every Tomato Counts)
• Hangzhou Udragon Chemical (Pu Tian Tong Le)
• PI Industries (Nominee Gold Breaking News Campaign)
• UPL (Saathi Haath Badao)

This award is designed to recognise creative excellence in the marketing and advertising of crop protection products and/or services. This could include social media campaigns, advertising campaigns, promotional marketing, sponsorship and/or design. They can be campaigns that used either a single or a range of combination of media, technologies and/or platforms. It can be a campaign through any medium such as online, on paper, in-store and/or event. The campaign must have been launched after January 1st 2016.

AWARD SPONSOR:
Red Sun, as the leading agrochemical manufacturer in China, is committed to green sustainable development in agro-life science!

**AGROW**  "Best Supplier" 2014  **Well-Known Trademark**

**Pyridine:** 62,000 mt/year - WORLD NO.1  
**Herbicide:** Paraquat, Diquat, Haloxyfop-r-methyl

**Beta-Picoline:** 20,000 mt/year - WORLD NO.1  
**Insecticide:** Chlorpyrifos, Imidacloprid, Pymetrozine, Lambda

**Paraquat:** 75,000 mt/year - WORLD NO.1  
**Fungicide:** Prochloraz, Pyraclostrobin

**Chlorpyrifos:** 20,000 mt/year - CHINA NO.1  
**Intermediate:** Pyridine, Beta-picolin, NaTCP, 2,3-Lutidine

Tel: +86-25-87151401  Fax:+86-25-87151768  E-mail: info@chinaredsun.com
Best Packaging Innovation

WINNER: inpEV – Brazilian national institute for processing empty packages (Ecocaps)

“inpEV - the Institute that represents the industry of crop protection products for disposal of their empty product packaging material in Brazil - is honoured for been recognized at 2017 AGROW awards with “Best innovation Packaging”. We would like to thank and share this recognition with the Brazilian growers, distributors, our affiliated members and the government, the ultimate winners. Together with inpEV, they operate Campo Limpo System, which has made huge contributions every day to make Brazilian agriculture increasingly sustainable, through a reverse logistics system unique at the world. AGROW awards “Best Innovation Packaging” for Ecocaps reinforces our belief that we are on the right track.”

SHORTLIST

- Dow AgroSciences (Recruit AG FlexPack termite bait)
- Nanjing Red Sun (Paraquat Gel formulation pack)

This category is aimed at innovations in the packaging of pesticides. It is open to companies that supply pesticides in one-way or returnable packaging, producers of pesticide packaging, or organisations involved in packaging development. The award seeks to recognise packaging improvements such as ease of handling and use, calibration, safety and environmental sustainability.
Together we’re making farms safer for workers.

Shi Lijie has been on a mission to educate farmers in her community about the safe use of pesticides ever since she took part in one of our training programs. As well as protecting crops, we have a responsibility to protect growers too. That’s why we’ve pledged to train 20 million farm workers on labor safety by 2020. But it’s the real faces behind The Good Growth Plan – people like Shi Lijie – who are making this goal achievable. Follow our progress at goodgrowthplan.com

That’s the power of together.
Best Company from an Emerging Region

WINNER: **Nanjing Red Sun**

“It is a great honor for Nanjing Red Sun to receive this Award. The Agrow Awards to the agrochemical industry are like the Grammy Awards to music. It is a great honor for Nanjing Red Sun to receive this Award. The Agrow Awards to the agrochemical industry are like the Grammy Awards to music and the Oscars to films. This award means so much to us. I would like to thank the organizers for running such a fair and competitive campaign. I also thank all of our customers for their faith and trust in Red Sun for so many years.

This award is also a big responsibility for us. As one of the largest agro-companies in China, Red Sun is committed to green sustainable development in agro-life science. During our 28-year high-speed development, Red Sun has paid high attention to environment protection, recycling, green production, energy saving and emission reduction, as well as social responsibilities. We will continue to fulfill the commitment and responsibility to the customers, to break through our own limitations, and promote a better environment for the whole agrochemical industry.

And for a better future, we’re together. Again, thank you very much!”

**HIGHLY COMMENDED**

- Limin Chemical

**SHORTLIST**

- Deqiang Biology
- Sichuan Leshan Fuhua Tongda Agro-chemical Technology

This award is presented to crop protection companies headquartered outside of North America, Western Europe and Japan. It recognises the companies in these regions that have made the greatest contribution to the crop protection industry. The judges looked for excellent performance across a range of business activities since January 1st 2016. This could mean anything from growing sales and profits, to launching a new product, signing a significant new deal, or contributing to research and development in the crop protection sector.
FOR BETTER CROPS AND HIGHER YIELDS, WE ARE IN PURSUIT OF A GREEN FUTURE!

Innovative R&D
Product: triazole, strobilurin, and SDHI series fungicide, phenoxypropionic acid herbicide
Advanced and eco-friendly facilities
Strict quality assurance system
Global registration with ICAMA and GLP data support
Marketing based on crop protection techniques
Sustainable development & Collaboration mind

Hangzhou Udragon Chemical Co., Ltd.
No.172, Zhangjiadun Road, Tangxi Development Zone, Hangzhou, Zhejiang, China
Zhejiang Bosst CropScience Co., Ltd.
No.1, Fangjiadai Road, Haiyan Economic Development Zone, Haiyan, Zhejiang, China

Contact: Ms. Christina Wu Email: christinawu@udragon.cn Telephone: +86-571-89287689
Fax: +86-571-86229999 Website: www.udragon.cn
Best Supplier

WINNER: Hangzhou Udragon Chemical

“It’s our great honour to be awarded as Best Supplier this year, in recognition of Udragon Chemical's unique advantages and outstanding performance in supplying and service. Many thanks to Agrow as well as the judging panel that acknowledged our excellent teamwork in the past.

Udragon Chemical entered into the global crop protection market in 1998, as a pesticide manufacturer of off-patent products and an explorer of patented products. We are committed to providing customers with top quality products, and more professional and comprehensive service by making continuous efforts on R&D, HSE, and customer service as top priority.

Today Udragon Chemical has made its presence by expanding the marketing network across the world in Europe, the American countries, Asia Pacific, Africa, and Australia.”
Best Supporting Role

WINNER: EPL Bio Analytical Services

“"It is a great honour to be recognized as a winner in the Best Supporting Role category this year, and we thank Agrow and the selection committee. EPL celebrated our 30th anniversary this year of providing nutritional chemistry, agricultural chemistry, and molecular biology testing to generate data for a diverse range of both GLP and research study needs for evaluation and regulatory approval of Ag crop protection and biotechnology products. We partner with the Ag industry by providing services including GLP compliant studies for residues, product chemistry, characterization, SGF, SIF, soy allergens, development and validation of methods, nutritional compositional equivalence for GMOs, and characterization of genetic insertions to name a few. We are early-adopters of several technologies including our most recent additions, Sciex 6500+ with SelexION and QuantStudio 6 for RT PCR. We are so thankful for the opportunity to participate in the Agrow Awards, and we congratulate all our fellow participants.""
Best Manager with Strategic Vision

WINNER: Tim Hassinger

(President and CEO, Dow AgroSciences)

“I am honored to have received the Best Manager with a Strategic Vision award. Having spent my entire career in this industry, I greatly value the positive impact companies that are bringing new innovation to the market are doing to help address the need to produce more food for a growing world. Throughout my career this industry has had leaders who are committed to achieving this goal. I am fortunate to have had the opportunity to work with many of them and along the way, to learn from them.

Lastly, I appreciate CropLife International nominating me for this award. CropLife continues to be an important organization for this industry’s direction and reputation.”

- Tim Hassinger

This award is aimed at a manager who, through a strategic initiative conducted over the last year, was able to achieve some clearly identifiable targets. The initiative could be in areas such as: successfully launching a new product; making successful inroads into a new market; turning around company performance in an existing market; or any similar initiative that resulted in a markedly positive impact in company fortunes. The award recognised initiatives made between January 1st 2016 and April 30th 2017.
The global rural economy/profitability developments and the scarcity of key resources like water and arable land for food production create a noticeable demand for new cropping and crop protection technologies.

The invention and development of novel products based on modern agrochemicals, targeting more holistic product concepts (i.e. by design considering other parameters like resistance breaking, environmental impact etc. beyond potency and spectrum) combined with steady progress in formulation and delivery technologies will continue to be a major source of innovation.

The latter has been a major focus and driver of my activities in agrochemical R&D. The recognition by the Agrow’s Lifetime Achievement Award greatly honors me and my team and supports our efforts to face the challenges of sustainable agriculture with responsible development of technology innovations.

- Dr Gerardo Ramos
Crop Protection Leaders’ Forum
(market presentations and panel discussions)
Integrated approach could be the future of crop protection

Crop protection is trending towards an increasingly integrated approach that combines chemicals, biologicals and new application technologies. As well as giving farmers more options, it also provides better information to boost yields and fend off weeds and insect pests, a panel of industry experts told attendees of Agrow’s Crop Protection Leaders’ Forum.

“All these forces will come together,” said Sean Smith, chief executive officer of Eden Research. “That is a reflection of the integration of all of these tools into modern agriculture and I think that will be a change for the better.”

The discussion, moderated by BBC radio presenter Charlotte Smith, explored where crop protection is heading over the next 10-15 years and the challenges the industry will face as “digital agriculture” becomes the norm and the market for biopesticides expands.

Dr Franz-Josef Placke, head of R&D for Bayer’s Crop Science business’s regulatory science division, suggested that there would be a shift away from active ingredients with broad effects on plants and insects towards “more selective compounds”.

New technologies will give farmers the tools for “better targeted applications”, Dr Placke said, and tighter regulations could favour less environmentally impactful products. Environmental costs are not factored into the price of commodities such as maize and soybeans, he added. “Regulators have miserably failed there,” he told attendees at the October 30th conference.

Crop protection solutions need to be “cost-effective not just sustainable” for farmers who will increasingly use technologies to decide the “best cocktail” of solutions, added Dr Camilla Corsi, Syngenta’s head of crop protection research.

“Industry has to ask -- what do we need to change? We can’t just expect others to change.” Transparency is critical to assuaging the public about the safety of crop protection products, he explained. “We can’t just [say] our products go through a regulatory process and therefore they are safe -- that is too simplistic,” Dr Placke said.

The industry must also address how to sustain profitability amid rising regulatory and R&D costs, Dr Placke said. “If you are looking for a blockbuster compound, you deselect a lot of promising ones,” Dr Placke said. “We’ve not been overly successful in really increasing the productivity of the R&D.”

Gerardo Ramos, the former head of crop protection R&D for Syngenta said that improved delivery of crop protection solutions can also help. Currently some 90% of products “are broadcast deployed, reaching the target and elsewhere,” he explained. “We need precision delivery.”

One question that industry and regulators have yet to fully answer is how to oversee the increased use and development of biological pesticides.

Pamela Marrone, founder and CEO of Marrone Bio Innovations, told attendees that the current EU regulations for biopesticides are “oppressive and too bureaucratic”. Dr Marrone added that her company had registered six products with the US EPA but none in Europe.

Dr Corsi countered that the “same rules” that apply to chemicals should apply to biologicals. The big challenge for biologicals may come when the larger crop protection companies aggressively start developing such products, Dr Ramos added. When the bigger companies come in with biologicals, the aversions may be “to big industry, not necessarily the technology”, he said.

PANELLISTS

Dr Camilla Corsi, head of crop protection research, Syngenta,
Dr Franz-Josef Placke, head of R&D, regulatory science, Bayer’s Crop Science division, Dr Gerardo Ramos, former head of Syngenta Crop Protection R&D, Dr Pam Marrone, founder and CEO – Marrone Bio Innovations, Sean Smith, chief executive officer, Eden Research plc
Industry leaders concerned on glyphosate and industry investment

Robert Birkett

The potential non-approval of glyphosate herbicide in the EU would have a far bigger impact on competition and pricing of crop protection products, and not the recent M&A activity among the major companies, an audience at the Agrow Awards’ Crop Protection Leaders’ Forum heard this week.

Industry leaders debated topics introduced by chair Charlotte Smith of the BBC including political pressure of agrochemical regulations in the EU, particularly focusing on glyphosate, economic trends for the industry and the “mega” M&As, two of three of which were completed this year. The debate followed last week’s delay on a decision in the EU on re-approval of glyphosate.

President and CEO of CropLife International Howard Minigh highlighted the economic and regulatory trends as the driver for acquisitions of the major R&D companies. “Investment decisions are harder to justify with new products requiring 11 years to bring to market at a cost of $300 million,” he said. Mr Minigh noted a domino effect with Dow Chemical and DuPont’s decision to merge driven by investors seeking greater returns, with Bayer “perhaps reacting to that move” with its own bid for Monsanto. A regulatory decision on the latter acquisition is expected in January. “But overall, the driver is to spread risk and take advantage of economies of scale” in order to maintain investment in new technologies.

Tom Scott, global director of Informa’s Agribusiness Consulting, does not anticipate higher prices or reduced competition from the acquisitions. “Things are being missed out,” he contended. They include: increased sophistication on farms that these M&As will cater to; that there are many new companies entering the market such as start-up tech companies and spin-offs from the larger companies. “We have not seen [from our analyses] a negative impact coming from these increased companies and we have analysed it from many angles.”

Mike Carroll, head of R&D for Europe, Middle East and Africa at Arysta LifeScience (part of Platform Specialty Products) noted that his own company’s focus was on new formulations of older active ingredients and opportunities from divestments – some by regulatory demand – of the enlarged companies. He called these “interesting times” even for companies such as his.

Glyphosate

Euros Jones from the European Crop Protection Association (ECPA) cited the potential loss of glyphosate as the single largest threat to competition and prices. He told the audience that the possible loss was bad for farmers as it would lead to fewer products and higher prices, and poorer for the environment. “This last issue is not being heard, but we have to put it out there: losing glyphosate will be bad for the environment.” Mr Jones highlighted that the potential approval has seen recommendations fall from a 15-year to a ten-year and finally a five-year approval. He complained that the experts were – almost – unanimous that glyphosate was not carcinogenic, and complained of inconsistencies. “So why we impede a product that is not classified [as carcinogenic] when there are plenty of [available] substances that are classified.”

Mr Minigh warned that other authorities would follow what was happening in the EU and other jurisdictions and could be influenced by decisions taken there. He highlighted that Brazil was looking closely at developments. “If it is a [political] game
phlegmatic, citing the case of GMOs. The EU to ban the herbicide. Mr Jones was produce with glyphosate residues were the what the impact would be for imports in whether it is approved [in the EU] or not. This "Glyphosate will be a tipping point, I think, consensus. Then politicians do not know what to do," he contended. "This has led to controversies over glyphosate, endocrine disruption categorisation and neonicotinoid insecticides." He called on the food production to the Americas, and/or increased subsidies to EU farmers “who need to earn a living”.

Mr Scott produced slides that revealed the scale of increased yields since the 1980s and the amount of land that would have been required had improved technologies not been available. He noted that some 95% of crop gains over the past 30 years had come from increased yields, not more land use. Mr Scott believed that even cautious projections on consumption produce a “shocking image” for the future given the “regulatory and investment challenges” discussed. He saw potential from South America and Africa, but few solutions as to how to fulfil it.

Mr Carroll cited a lack of confidence in regulators impeded by a lack of scientific consensus. “What NGOs have successfully done and will continue to do is affect the regulatory process with science that lacks consensus. Then politicians do not know what to do,” he contended. “This has led to controversies over glyphosate, endocrine disruption categorisation and neonicotinoid insecticides.” He called on the industry to no longer rely on science “to provide all the answers”. It will not, he claimed.

“Glyphosate will be a tipping point, I think, whether it is approved [in the EU] or not. This is a wake-up call that science is flawed.”

A delegate from Dexter International asked what the impact would be for imports in produce with glyphosate residues were the EU to ban the herbicide. Mr Jones was phlegmatic, citing the case of GMOs. The EU grants import approvals to many traits that it does not allow to be planted. “I would expect something similar as we need to eat.”

Dr Carroll highlighted “often rubbish science” from academics. He called on industry to attempt to stop regulators adopting it as source material for endpoints. When challenged that this would be viewed as corrupt interference, he claimed that the view was coming from academia, not industry. The Arysta executive also opined that reaching consumers and public opinion would be achieved through charts and graphs, alluding to Mr Scott’s presentation. “People are irrational and see chemicals as food contamination.”

The ECPA representative echoed Mr Carroll’s opinion on academic science, but warned that it produced the interest of newspapers and other media and often drove public opinion. Mr Jones suggested that the industry would have to await and suffer a “tipping point” from the impact of withdrawn products before the public and regulators would appreciate the impacts of these moves on farming, and rethink their decisions.

Mr Scott also saw NGOs driving public perceptions, but also chastised the industry for doing a “bad job” communicating with consumers. He claimed that people in the US had long held links to families in farming but that was eroding “to a degree” over the past generation or so. “The [previously] trusted farmer had become a corporate farmer is the message people get.” Mr Scott warned that consumers would not trust industry directly with the messages, and so it needs to communicate through producer groups or other groups with connections to consumers. The message should focus on the poor science, and on the success of farming over the past 30 years.

Brexit
Ms Smith wryly noted that the issue of Brexit – the UK’s decision to leave the EU – was a “compulsory subject” in any debate in the UK.

Dr Carroll viewed Brexit as a “tragedy”. He noted that the UK had been a “very sound player” in the EU on pesticides. However, he did not believe it would cause significant changes to regulations. “Any trade deal we get with the EU will include abiding by all EU rules, and the UK will,” he said.

Mr Scott echoed concerns on trade issues he had heard from US regulators, which had viewed the UK as an “honest broker”. Many were worried where they would turn to. Dr Carroll suggested Ireland.

Mr Minigh said that CropLife members feared that voting on agrochemical matters in the EU could be tipped towards “negative votes” without the UK’s involvement.

The industry representatives presented contradictory thoughts on present and future investment levels in the industry, answering the chair’s focus on costs and regulatory pressures.

Mr Scott noted that new types of investment would likely replace some lost traditional investment. “The problem is already evident, but new technologies such as digital farming could be driver of new types of investment.”

Dr Carroll echoed the Informa Economics chief. “Some 20 years ago, there were several companies investing in developing ais, but now there are just two or three.” But he also suggested that in 5-10 years, these huge corporations would split up again or spin off business. “It is very cyclical.”

The CropLife chief was more confident. “Farmers are savvy in the developed world; they don’t buy products that don’t work. But as long as companies supply good products, then farmers will buy them.”

Mr Jones focused on positive long-term mega trends. “The population is rising, increasing consumption habits are evident. We can’t produce enough with the land we have, and we have to look at the long-term trends.”
Gain critical insight into the future market for adjuvants and additives.

This unique fully updated and revised report comprehensively defines the various categories of adjuvants and additives and explains their ‘mode of action’.

Current estimates are the global adjuvants market should grow at a Compound Annual Growth Rate of about 6% over the next few years. The global adjuvant market is set to grow to $3.5 billion by 2021 and almost $3.8 billion by 2022.

The report clearly explains the often complex nomenclature and claimed effects. In addition, advances in the use of adjuvants are covered, together with a review of recent patent literature.

The companies involved in various parts of the adjuvants and additives sector are listed and profiled and include crop protection companies, speciality chemical companies, and specialist adjuvant companies.

There are a number of organisations and associations relevant to the adjuvant sector and these are also listed and profiled.

The regulatory processes for adjuvants in Europe and the US are described.

For contents, sample pages and more information visit: store.agribusinessintelligence.informa.com

How to Order
Email: reports@agri.informa.com
Call: +1 (212) 652 2657 | +44 (0) 207 017 4308 | +852 2234 2919
Visit: store.agribusinessintelligence.informa.com