AGROW
AWARDS 2015
THE WINNERS
ELATUS™ winner of the AGROW award for the Best New Product 2015

The latest innovative fungicide from Syngenta

Provides powerful, long lasting disease control and consistently delivers improved yields

Contains the novel active ingredient SOLATENOL™
I am delighted to present the Agrow Awards special issue. This year, on popular demand, we brought the awards back home to London. The night was glittering as in previous years and the enthusiasm of the attendees remained at an all-time high.

The creativity and innovation permeating the industry and the enthusiasm to showcase that remained strong. As was evident from the shortlist released in September, 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. There was a tie for the winning position in four categories and the runners up in each category was presented with a highly commended certificate.

We also added another dimension to the glamorous awards night by organising a Crop Protection Leaders’ Forum during the day time. The market presentation on the status of the industry was well received. The panel discussions by industry experts were animated and raised some interesting points. Read all about it in the following pages.

Sanjiv Rana
Editor in Chief, Agrow
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Syngenta took the award for best new crop protection product or trait with its fungicide, Elatus (benzovindiflupyr - trade-marked as Solatenol + azoxystrobin). It was the first major innovation for the control of soybean rust since the launch of triazole/strobilurin mixtures in 2003.

Dow AgroSciences took the best formulation innovation award for its Arylex water-dispersible granule formulations with GoDri RDT technology. They combine Dow’s proprietary herbicide, Arylex (halaxifen-methyl), with other herbicidal active ingredients.

Dow also shared the best industry collaboration award with GVK Biosciences for their efforts to discover novel early-stage agricultural products to address pest resistance and changing marketplace demands.

The best new biopesticide was judged to be BioProdex’s SolviNix. It was the world’s first bioherbicide containing a plant virus as the ai. Unlike chemical herbicides, SolviNix controls its target, Solanum viarum, in a highly selective and safe manner.

The award for best marketing company went to Israeli biopesticide company Stockton for the use of its biofungicide, Timorex Gold, against black sigatoka on bananas. The judges also commended Syngenta for its campaign around the launch of Elatus in Brazil.

Arysta LifeScience (part of Platform Specialty Products) in collaboration with its partners, Vegetech and MC-Clic, won the award for best application technology innovation. The collaborators employed a drone for the treatment of palm trees to control red palm weevils.

The award for best packaging innovation went to DuPont for its Ecolite closed-transfer returnable packaging system. The unit is lighter and more ergonomic for users.

CropLife Australia received the award for best stewardship programme with its Pollinator Protection Initiative. It employs industry collaboration, technology and innovation to minimise risk to pollinators. Commendations also went to Andef Brazil for its aerial spraying CAS Programme and to The Mediae Company’s Shamba Shape Up scheme in Africa.

Bayer won the best public outreach programme award for its Bee Care initiative. Established in 2011, it brought education, research and collaboration efforts under one roof, including the opening of two Bee Care Centers in Germany and the US. DuPont was commended for its health and safety outreach programme in Brazil.

The award for best supporting role went to the specialty chemical company, Croda. Its broad range of additives and adjuvants and unique formulation expertise can help agrochemical customers get the best performance from their ais.

Chinese company Maxunitech won the award for best supplier. It specialises in developing and delivering off-patent ais and proprietary formulations. The company highlights its success in producing generic versions of the herbicide, flufenacet, and the fungicide, boscalid, as recent achievements.

The best company from an emerging region was Jiangsu Yangnong Chemical. It is a large-scale chemical enterprise and China’s largest production base for pyrethroid insecticides. The judges also commended Indian company P I Industries.

P I Industries’ managing director and CEO, Mayank Singhal, received the award for best manager with a strategic vision. Having joined the company in 1997, Mr Singhal contributed to shaping the unique business model of the company.

This year’s lifetime achievement award went to the 82-year-old chairman and managing director of UPL, Rajju Shroff. From humble beginnings, he founded United Phosphorus in 1969 and pioneered the manufacture of “red phosphorous” in India. The company then moved into agrochemicals. UPL has become the largest agrochemical company in India, employing over 3,800 people.
At the Forefront of Agricultural Technology

UPL is well positioned with technologies across the total Agriculture Value Chain from "Seed to Post Harvest".

UPL offers integrated solution to the grower across the globe.
Best New Biopesticide

WINNER: Bioprodex (SolviNix)

SHORTLIST
- Deqiang Biology (Ningnanmycin)
- Marrone Bio Innovations (Venerate)
- Wangs Crop-Science (Lordship)

This Award goes to the best new crop protection product derived from a naturally occurring organism to be introduced since January 1st 2014. The judges look 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. The category does not look at products that just perform in the laboratory; it seeks biopesticides that work in the real world.

“I am deeply thankful and gratified that my company BioProdex, Inc and its product SolviNix, is the winner of the Agrow Award 2015 for the Best New Biopesticide. I am happy that our hard work and commitment to bring this bioherbicide to the market has been rewarded so nicely. I thank AGROW, the award sponsor UPL, and the judges for bestowing this honor upon BioProdex/SolviNix. I also appreciate the immense exposure and networking opportunity provided to our company by the delightful awards ceremony attended by a bevy of international agricultural companies and their leaders.”

R Charu Charudattan, President and CEO, BioProdex, Inc

AWARD SPONSOR: UPL

Philippa Forrester, UPL’s Rajju Shroff and BioProdex’ R Charu Charudattan
Congratulations to Syngenta for winning the best new crop protection product at the 2015 Agrow Awards.

Envigo, the leading provider of testing and regulatory services to the chemical industries.

envigo.com
Best New Crop Protection Product or Trait

**WINNER:** Syngenta Crop Protection (Elatus)

Winning the AGROW award for Best New Crop Protection Product is recognition of the huge commitment and effort of literally thousands of people who helped take this ground-breaking product from molecule to market. Farmers have an incredibly valuable new tool to combat damaging diseases and their enthusiasm for Elatus has culminated in record-breaking sales. While we’re delighted to win this award, we won’t rest on our laurels. We’re fully committed to getting this product into farmers’ hands for use on many crops all over the world.

**AWARD SPONSOR:**

**SHORTLIST**

- Adama Agricultural Solutions (Nimitz)
- Bayer Cropscience (Sivanto)
- Ishihara Sangyo Kaisha (Isofetamid)

Open to all crop protection companies, the Award recognises the most important new crop protection active ingredient or trait launched since January 1st 2014. It is open to nominations for agrochemical, agbiotech and biopesticide products. The judges look 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.
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Best Formulation Innovation

**WINNER:** Dow AgroSciences (Arylex)

The Agrow Awards illustrate our employees’ passion and commitment to making a difference in the world. Only when farmers succeed, do we succeed, and our scientists keep that top of mind,” said Daniel R. Kittle, Ph.D., vice president, Dow AgroSciences Research and Development. “When we deliver innovative new solutions, the planet’s farmers can accomplish their goal of feeding our growing world in a more efficient and sustainable manner.”
Quality that protects and endures

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Best Company from an Emerging Region

**WINNER:** Jiangsu Yangnong Chemical

We would like to thank the sponsor and the voting committee. Thank you very much for granting this award to Yangnong Chemical. This award is not only an approval but also an encouragement for us.

As the largest production base for pyrethroids in China, Yangnong Chemical always insists on “market-oriented, top quality, advanced technology, quality service” for years. Based on our strong position on R&D and innovation, we will dedicate to intensify our current competitiveness, strengthen the leading position in the industry. Meanwhile, we are committed to build a “famous brand and long life” enterprise and continue to contribute ourselves to this industry.

**HIGHLY COMMENDED**
- PI Industries

**SHORTLIST**
- Limin Chemical
- Nanjing Red Sun
- Sichuan Leshan Fuhua Tongda Agro-Chemical Technology

This award is presented to crop protection companies headquartered outside of North America, Western Europe, Australasia and Japan. It recognises the companies in these regions that have made the greatest contribution to the crop protection industry. The judges will be looking for excellent performance across a range of business activities since January 1st 2014. 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.
Croda’s unmatched range of additives and adjuvants, and unique formulation expertise help you get the best performance from your active ingredients, enabling farmers to get the best yields for their crops.

For formulation inspiration and new ideas visit www.crodacropcare.com or email cropcare@croda.com to discover what Croda can do for you.

Connect with us on LinkedIn.
Best Supporting Role

WINNER: Croda

The Croda team was thrilled to win the Agrow Award for Best Supporting Role. Our fellow diners could probably tell that by the volume of our cheer!

As a supplier of adjuvants and additives, it would be easy for us to limit our focus to manufacture and supply of chemicals and simply ride along on the market waves. But that’s not Croda’s style in any of the sectors we operate in and certainly isn’t how we want to operate in the agrochemicals industry.

Our mission is to help agrochemical customers get the best performance out of their active ingredients, enabling farmers to get the best yields for their crops. In a dynamic market, that means constantly building our capability and expertise so that our signature strengths in technology, innovation, supply, quality and sustainability continue to meet our customers’ developing needs. Our dedicated team around the world work hard to make this happen every day. It’s wonderful that their commitment has been recognized in this way.

Open to all companies offering services to the crop protection industry, the Award recognises the company that has contributed most to the global crop protection industry through the provision of support services. The judges look for a company that offers outstanding client support, excellence in service provision and a willingness to go the extra mile for its customers. The award is open to: contract research organisations, consultancies and other advisory bodies, market research companies, diagnostic equipment and other suppliers, packaging companies, legal companies, PR companies and additives suppliers.
THE JUDGES

The Agrow team would like to say a huge thank you to our judges, for this evening could not have gone ahead without their expertise.

Alan Baylis
Dr Baylis is an independent consultant with 30 years’ experience: from running a UK arable farm to R&D management in Syngenta and previously in Zeneca and ICI. An agronomist and crop physiologist, he has specialised in herbicides, adjuvants and plant growth regulators. His career has covered the discovery process, through field testing to marketing. He is Chair of Agrisciences Group. He has BSc and PhD degrees from the University of Leeds and an MBA from Henley Business School.

Dr Jackie Bird
Dr Jackie Bird was the editor of Agrow for over a decade from 1996 until 2007. She started working as a science journalist in 1988, after having completed an MSc in animal breeding and a PhD in plant ecology. She wrote on animal health and on agriculture before becoming editor. She works freelance for Agrow, covering EU affairs.

Jim Bullock
Jim is co-founder of iFormulate Ltd which provides consultancy and training services in Formulation Technology to industries including pharmaceuticals, agrochemicals, biocides and cosmetics. iFormulate currently delivers training in agrochemical formulation on behalf of ATI/Informa. Previously Jim led R&D projects in formulation chemistry at ICI/Zeneca and at BASF he headed colours formulation development and managed marketing, strategy, R&D and regulatory activities in biocides.

Matthew Cossey
Mathew Cossey has served as CEO of CropLife Australia since 2011. He is also a director of the Agricultural Biotechnology Council of Australia. He leads advocacy on crop protection, agricultural biotechnology and industry stewardship in Australia. Prior to joining CropLife, he was a senior executive with a leading global defence and technology company, was campaign director for a major Australian political party and senior adviser in the Australian Parliament.

Hervé Gauthier
Hervé Gauthier has 35 years of experience in French agriculture. He is an agricultural engineer and graduate of a third management cycle. He worked for 16 years in seed companies (Pioneer and RAGT) before joining the distribution sector of agricultural inputs supply. He is the CEO of the agricultural co-operatives union, Union Terres De France (UTDF) and leads one of the most important purchase offices in France. He has been specialising in crop protection for 15 years.

Ralf Nauen
Dr Ralf Nauen is an insect toxicologist and his research focus is on insecticide/acaricide mode of action and global aspects of resistance and its management in invertebrate pests. He is Fellow of the Entomological Society of America and the Royal Entomological Society (UK), editorial board member of different journals, author of many book chapters and more than 100 peer-reviewed scientific articles, and acting as one of the current Vice-Chairman of the Insecticide Resistance Action Committee (IRAC).

Raghavan Sampathkumar
As an agribusiness professional with 360 degree understanding of the complex political, socio-economic, environmental and cultural perspectives of the Ag-food value chain, Raghavan has over 11 years of experience in different subsectors of food & agribusiness including agri-inputs, GMOs, animal nutrition and commodity trade across the Asia-Pacific region. He is a Master of Agribusiness from the University of Adelaide, Australia. He regularly writes commentaries and columns on issues related to global food & agriculture, food prices, poverty, stewardship and sustainability.

Shubao Sun
Shubao Sun had been the general secretary of the China Crop Protection Industry Association (CCPIA) for ten years and then has been the president of CCPIA for four years. He started his career in the agrochemical division of the China Petroleum and Chemistry Commission in 1990. His work for the National Development and Reform Commission on pesticide policy issues has involved drafting several high profile policies.

Dr Noriharu Ken Umetsu
Dr Umetsu is a Visiting Professor at Tokyo University of Agriculture and many other universities in Japan and China and a part-time consultant for chemical companies. He has extensive experience in research and development and commercialisation of agrochemicals at universities such as University of California and at agrochemical companies. He was president of the Pesticide Science Society of Japan (PSSJ) and a board member of the International Society for the Plant Protection Sciences (IAPPS).
Best Stewardship Programme

WINNER: Croplife Australia (Pollinator Protection Initiative)

I am proud that CropLife Australia’s Pollinator Protection Initiative has been internationally recognised for global leadership in best practice industry stewardship. This CropLife lead Initiative, in collaboration with the Australian Honeybee Industry Council and our Australian farmer organisations, highlights the importance of the agricultural sector working together to ensure the protection of pollinators. Australia has one of the healthiest honey bee colonies in the world and this Initiative is an award-winning example of what the Australian plant science and agriculture industry is doing to keep it this way.

The Pollinator Protection (www.croplife.org.au/industry-stewardship/ppi/) Initiative acknowledges the significant role pollinators play in Australian agriculture and the environment by providing resources for Australian farmers to ensure crop protection products are used responsibly and in a manner that minimises risk to pollinators.

The world-first smart phone application and website BeeConnected, as well as the Seed Treatment Stewardship strategy, that form the Pollinator Protection Initiative provide farmers, beekeepers and contractors contemporary tools to help keep Australia’s pollinators healthy.

Matthew Cossey (CEO, CropLife Australia)
Realize excellence.

DuPont is honored to have received an Agrow Award in recognition of the innovative solutions our Crop Protection team continues to deliver to help growers realize the most from every acre or hectare.

- Best Packaging Innovation for DuPont™ Ecolite® Packaging System

It feels great to be recognized by our peers. But it feels even better to recognize the common cause we share with those in our industry to advance agriculture and help feed a growing global population. Welcome to The Global Collaboratory.™
Best Packaging Innovation

**WINNER:** DuPont Crop Protection (Ecolite Closed Transfer Returnable Packaging System)

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**SHORTLIST**

- Biostadt India (Xtrude Gagar Pack)
- Willowood Chemicals (hexagonal shaped inner-cartons with handles)

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DuPont is honored to receive this award for Best Packaging Innovation for our DuPont Ecolite closed transfer packaging system as it is further recognition from Agrow of the work we are doing to develop market-leading innovations to advance agriculture and help create a sustainable global food supply.

The invention of the class-leading, reusable, refillable DuPont Ecolite closed transfer packaging system was designed with extensive input from growers and farm equipment operators. This award highlights the focus we place on our product and technology development efforts to ensure they are driven by innovation to increase productivity for growers worldwide.
德强生物股份有限公司
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Original R&D Company  Global Unique Supplier

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登记证号(Registration No): PD20097120

Bacillus Subtilis
Exclusive Introduce the  Effective Strain from Russia

专利号(Patent No): ZL200910072092.3
登记证号(Registration No): PD20110793

Address: No.18 Dalian Road Development Zone Harbin China
Email: deqiangbio@163.com  Contact: Lotus Li  Tel.No: 86-451-86786117  13836152361
Best Marketing Campaign

WINNER: Stockton (Timorex Gold against Black Sigatoka)

The Stockton Group won the prestigious AGROW Award for Best Marketing Campaign in 2015 for “Timorex Gold against Black Sigatoka.” The campaign was focused on the curative activity of Timorex Gold which is an attractive sustainable alternative for the control of Black sigatoka (Mycosphaerella fijiensis) in banana. This campaign boosted recognition of the brand and sales of the product grew across banana growing countries like are Belize, Colombia, Costa Rica, Dominican Republic, Honduras, Mexico, Nicaragua, Panama and the Philippines.

“A picture is worth a thousand words. As such, I wanted to create a strong visual concept, which at first glance, helps show that Timorex Gold is more than just another fungicide on the shelf” said Judy Jamuy, Marketing & Communications Manager of the Stockton Group. “It was a challenge, I wanted growers to gain confidence in our biofungicide, Timorex Gold while creating more opportunities in the market. With this campaign STK’s website visits jumped from an average of 100 times its monthly usual viewership!”

HIGHLY COMMENDED

- Syngenta Crop Protection (Elatus launch in Brazil)

SHORTLIST

- Andef Brazil (Andef Award)
- Bayer CropScience (Bayer Agronomy Tool app)
- Dow AgroSciences (Don’t let weeds consume you)

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 2014.
Founded on Trust. Envisioning Infinite Possibilities.
Agri Input | Custom Synthesis

Becoming a leading Agri Input and Custom Synthesis 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 in the world of chemistry in time to come.

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 drive 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.

Inspired by Science

PI Industries Ltd
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Best Public Outreach Programme

WINNER: Bayer CropScience (Bayer Bee Care Program)

Bayer is delighted to receive this year’s Agrow Best Public Outreach Programme Award for the Bee Care Program. In 2011, we took the strategic decision to establish this program. This initiative coordinates and unites all Bayer’s work in the bee health and safety areas in order to further promote and develop solutions. Within this program, two Bee Care Centers have opened to date. Through these centers, we are proactively reaching out to and better connecting with a broad range of stakeholders, addressing their questions and concerns and seeking opportunities to work together on bee health issues.

It is wonderful to receive this industry recognition for all the outreach work the Bee Care teams and country colleagues have done over the last few years, explaining how combinations of factors, including pests, diseases, weather and nutrition can affect bee health and what Bayer is doing to improve the health of these important pollinators. It’s given us all a real buzz!

“Philippa Forrester, Bayer CropScience’s Klaus Kunz and Gillian Mansfield, and PI Industries’ Mayank Singhal

HIGHLY COMMENDED

- Dupont Crop Protection (Brazil Safety & Health Outreach Program)

SHORTLIST

- Andef Brazil (Challenge 2050)
- Biostadt India (Awakening The Farmer)
- CropLife International (Cocoa in West Africa)

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 2014.

AWARD SPONSOR:

agrowawards.com // 21
Bayer: Improving Bee Health for Farming’s Future

As a life science company, Bayer sees the health of bees and other pollinators as a shared responsibility amongst multiple stakeholders and takes its commitment to this work very seriously.

At Bayer, we understand that many of our food crops are dependent on pollination of one type or another; hence bees and agriculture are inherently linked. We will continue to play an active and visible role in bee health. In collaboration with external partners, we will further develop and provide agricultural and animal health solutions, for our shared common interest – bee health.
Best Industry Collaboration

WINNER: Dow AgroSciences and GVK Biosciences

The Agrow Awards illustrate our employees’ passion and commitment to making a difference in the world. Only when farmers succeed, do we succeed, and our scientists keep that top of mind,” said Daniel R. Kittle, Ph.D., vice president, Dow AgroSciences Research and Development. “When we deliver innovative new solutions, the planet’s farmers can accomplish their goal of feeding our growing world in a more efficient and sustainable manner.”

SHORTLIST

- Marrone Bio Innovations and Evogene

This Award recognises a successful partnership between two companies in the crop protection or plant biotechnology arena. It could be an R&D collaboration, a licensing agreement, a joint venture, a manufacturing or formulation arrangement, or a sales, marketing or distribution deal. In fact, any form of collaboration between parties would be considered. Eligible partnerships must have been formed within the last two years.
Agrow’s New Generics 2015-2020 identifies and profiles crop protection active ingredients whose composition of matter patents will start to expire over the next five years (exact national dates depending on supplementary protection).

A profile of each active ingredient is included, grouped into herbicides, fungicides and insecticides.

Among the herbicides are foramsulfuron, oxaziclomefone and penoxsulam; fungicides are the largest category, including amisulbrom, fluopicolide and prothioconazole; insecticides include bistrifluron, flubendiamide and pyridalyl.

The profiles cover the essential information about each active ingredient: chemistry, formulation, patents, mode of action, crop and targets, EU and US registrations, and brands and marketing strategies. Links are provided to sources of in-depth information.

**THIS REPORT FROM AGROW WILL EXPLORE:**

- What are the crop protection active ingredients whose composition of matter patents will be expiring in the next five years?
- What are the profiles of the active ingredients whose patents are expiring?
- What are the brands and marketing strategies of the active ingredients whose patents are expiring?

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**AGROW NEW GENERICS 2015-2020**

**Herbicides, Fungicides & Insecticides:** Chemistry; Formulation; Patents; Mode of Action; Crop & Targets; EU & US Registrations; Brands & Marketing Strategies

**REPORTS**

**HOW TO ORDER…**

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**NEW REPORT**

**Best Application Technology Innovation**

**WINNER:** Arysta LifeScience

Along with our collaborators, Vegetech and MC-Clic, Arysta LifeScience is honored to accept the 2015 Agrow Award for Best Application Technology Innovation. We believe our innovative drone treatment of palm trees with a microgranular formulation of our proprietary strain of the bioinsecticide, Beauveria bassiana, allows a new approach in red palm weevil management—especially in urban environments—reducing the cost of treatment and facilitating the protection of ornamental palms. In fact, in addition to the drone technology, Arysta Lifescience has developed other biocontrol tools suitable for red palm weevil management in date palm plantations. We look forward to continuing to advance technologies that will improve yields for growers of many crops around the world, and we thank Agrow and our industry peers for recognizing our capabilities and commitment in the biocontrol market with this award.
Red Sun, as the leading agrochemical manufacturer in China, is committed to green sustainable development in agro-life science!

Pyridine: 62,000mt/year
Beta-Picoline: 20,000mt/year
Paraquat: 75,000mt/year
Chlorpyrifos: 20,000mt/year

Herbicide: Paraquat, Diquat, Haloxyfop-r-methyl
Insecticide: Chlorpyrifos, Imidaclorpid, Pymetrozine, Lambda
Fungicide: Prochloraz, Prochloraz-manganese
Intermediate: Pyridine, Beta-picolin, NaTCP, 2, 3-Lutidine

Tel: +86-25-87151798 Fax:+86-25-87151396 E-mail: Adrienne@chinaredsun.com
Best Supplier

WINNER: Maxunitech

We thank Agrow very much for providing us this great opportunity. We feel proud that we have won the Best Supplier Award this year, and we will continue and commit to develop and supply off-patent products with our own IP on process chemistry and endeavour to be the first and best generic supplier in this industry. We will stick to our business philosophy that is to solve commercial issues from technological point of view with values added to our customers. We would also like to express great thanks to our business partners for their support and trust in the growth of our successful businesses. Without them, we couldn’t make it. At last we appreciate the diligence and hard-working from each of Maxunitech staff. We work as a team and enjoy this prize together.
Best Manager with Strategic Vision

WINNER: Mayank Singhal Managing Director and CEO of PI Industries Ltd

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 will recognise initiatives made between January 1st 2014 and April 30th 2015.

"Thank you very much for this great recognition. Indeed, it is a great achievement for PI Industries as a company and more importantly for its people as ‘strategy is accumulation of many ideas and more importantly a great team to have implemented it.’

I would like to thank all who have supported PI in carving and achieving this."
Lifetime Achievement

WINNER: Rajju Shroff (Chairman and Managing Director – UPL Ltd)

Life Time Achievement from Agrow has given us a lot of encouragement and inspiration as I accepted this Award in the presence of plant protection industry of the world.

We have been successful in the plant protection market in India and all over the world through research and innovation in production of various plant protection products. Today we are recognised in the world for some of the important products valuable for agriculture. With the help of our technical team and scientists, we are able to improve the quality, bring down the cost of production and increase our participation in different markets of the world.

Besides manufacturing quality products, we also have an excellent growing team in marketing engaging farmers both in developed and emerging markets.

We are very confident that in the future UPL will continue to progress even faster.

The winner of the Lifetime Achievement Award is an exceptional individual with a consistent history of service, above and beyond the call of duty, throughout his or her career. This prestigious international award goes to someone who has had a distinguished career in the crop protection and production arena, primarily within industry, but who may also have held posts in government and non-governmental organisations, as well as academia. Nominees may be retired or semi-retired but will still be active in a mentoring/training capacity.
Industry panellists reveal sector stung by bee regulations

A panel of experts from the crop protection industry and the media discussed the issue of bee population decline and the role of pesticides in that. The panel discussion was part of the Leader’s Forum held in conjunction with Agrow Awards 2015 on September 17th. Robert Birkett reports.

**PANEL MEMBERS:** Charlotte Smith, chair (BBC), David Phillips (Smithers Viscent Europe), Katie Barrett (Envigo Consulting), Klaus Kunz (Bayer CropScience), Matthew Cossey (CropLife Australia), Mike Coulson (Syngenta)

All of the Agrow Awards Industry Leaders Forum panellists rejected the link between the use of neonicotinoid insecticides and bee colony collapse disorder. BBC journalist Charlotte Smith asked participants at the start of the discussion whether pesticides contributed to the decline in bee populations. All rejected the notion.

Katie Barrett of Envigo Consulting presented a matrix of factors. “There is no one factor that can be attributed to the decline,” she said. Dr Barrett noted that declines started some 20 years ago when the identified insecticides had not yet come onto the market.

The EU has banned the use of three neonicotinoid insecticides, clothianidin, imidacloprid and thiamethoxam, on certain crops some two years ago. The ban is to be reviewed by the end of this year.

Syngenta’s Mike Coulson cited parasites, viruses and food. “A major concern of beekeepers we talk to in the UK is the varroa mite and its transmitted viruses,” he said. Bayer’s Klaus Kunz echoed the theme of Ms Barrett. “Bee decline depends on many, many factors.” He noted that the varroa mite was not an issue in some countries, but in others was a “big issue”. Mr Kunz declared himself “unconvinced” that “our insecticides” were contributing to bee declines “if they are used according to label instructions”. He claimed that they would only represent a minor part of the problem.

Mr Kunz cited a European Commission-supported survey from 2011 questioning research institutes and beekeepers in Europe to back up his claims. “A high number of responses cited beekeeping practices, while nutrition habitat was another major issue.

-interestingly, poisonings including from pesticides was not named as a major factor.”

David Phillips from Smithers Viscent Europe concurred with the “matrix” view. “I would be in Katie’s camp on multiple stresses being involved.” He noted that bees and insects have a “very low” tolerance to multiple stresses due to their metabolic profiles, making them especially susceptible.

**Precautionary principle**

Ms Smith journalist suggested that the ban was motivated by a rational precautionary principle. The panelists lined up to shoot that idea down.

“Precautionary approach based on what?” Mr Kunz questioned. “In 2013, we were taken by surprise by the EFSA [European Food Safety Authority] assessment. They used a new kind of risk assessment that had not been agreed by member states and remains unendorsed by member states.”

“The process was rushed through, and we did not have a chance to be involved in the discussions,” he complained. The Bayer executive identified a third aspect to the EFSA decision that he believes has been misunderstood. “The fairy tale of a two-year ban: it was a clear restriction of certain uses on certain crops with the only caveat being a review after two years. But the ban does not stop now.”

CropLife Australia’s Matthew Cossey poured scorn on how the EU had dealt with the neonics issue and suggested that the ban was as a result of an inappropriate precautionary principle approach. “This is an entirely flawed argument,” he said. “European farmers have been forced to use older chemistries, which are not as sensitive to bee populations [than the banned insecticides]. The ban is a graver threat to European bee populations than anything.”
He compared the situation to that in Australia where restrictions have not been put in place. “No independent data has been submitted to justify a ban or restriction of any form.”

Contrasting regions
Mr Cossey noted that Australia was one of the world’s major users of neonicotinoids. “Something that is forgotten in the discussion is that this is a technology developed to have a less lethal impact from accidental off-target use than all the products that farmers could previously use,” he added his own story of the Australian experience.

“We have a growing bee population and no colony collapse disorder. And neither do we have varroa mite. He claimed those were the issues that put most stresses on bee populations, while a further threat to native Australian bees was the European honey bee.

“We have a greater bee population now than we had 30 years ago.” Activists groups and EU regulators don’t seem to let facts get in the way on this debate, he concluded.

“I have strong opinions on the EU risk assessment system. It is a number of safety factors and the lack of any impact assessment,” Mr Kunz complained. “The ECPA [European Crop Protection Association] ran an exercise on some 86 chemicals including herbicides, insecticides and fungicides, none of which passed the proposed draft guidance that is in place. Not even the herbicides passed as you have safety factors on exposure, and safety factors on bee data to represent bumble bees and imposing levels of bee consumption rather than measuring how much a bee eats one on top of the other”.

“It is just unfortunate that neonicotinoids were the first to face this, because no matter what chemicals had faced this or those to come, they would fail.” He claimed the system could not even be termed partially discriminatory, and contrasted that with the US EPA, “whose health scheme is precautionary”.

“They are prepared to look at field and semi-field high-tier data, something which the EFSA decided was not of a high enough standard to consider.”

Mr Cossey answered a query on whether the Australian regulators were about to adopt risk assessment strategies based on EU criteria. He contrasted the anticipated changes with Europe by stressing the continued use of empirical data, including the use of field data, and that the Australian Pesticides and Veterinary Medicines Authority “was independent of politics and business, and so is resistant to activist campaigners”. He said the Australia regulator was feeling “rightly justified” that data and evidence that is now being released is backing their stance on the issue.

Mr Kunz cited a US example: “It is possible like in the US, where (President) Obama launched a task force to investigate pollinator health, to take a holistic approach that considers all matters with a clear goal: to protect bees, not kill off chemical classes. This gives us some hope, somehow.”

Mr Coulson felt that Europeans had lost view of the benefits of agriculture. “In Australia, Canada and Brazil, and some other countries, they care about their agriculture. And regulation looks at risks and benefits. This has become completely uncoupled in Europe, and the question of wanting the agriculture and chemicals has become too simplistic.”

“My hope is that MS [member state] regulators get together with the industry and farmers to find something that is workable that considers the benefits of crop protection as well”.

Mr Phillips identified Europe’s “patchwork” of member states, and different regulators that makes it “unique when compared with large nations with large governing bodies such as the US or Australia, and even Asia is the same”. He believed that knee-jerk responses that occur in Europe would be “complicated” to counter rather than in those large nations where people can work together. “Europe by its design makes the process difficult.”

Media and advocacy
“Dreadful journalism headlines do nothing for the debate”, added Mr Coulson.

Mr Cossey was unimpressed with the media, too. “Even with the BBC, and to a lesser extent the Australian ABC, the misinterpretation about independence and balanced debates that editorial policies demand creates unfair reporting. The need for the counter view by journalists leads to scientifically incorrect reporting, he claimed. “You may have 99.5% of consistent scientific opinion on an issue, but you [the BBC] feel the obligation that the 0.5% crackpot view should also be heard. It is not therefore necessarily the community’s fault that they believe that there is this disconnect with the argument because they see a 50:50 split.”

Mr Kunz believes that the industry has been too defensive in Europe. He noted that his company had launched the Bee Care Centre as “we have a lot of expertise, with our company also working in animal health”. He said that Bayer launched the scheme as a platform for discussion across Europe, as well as projects in Asia Pacific and Latin America. “But in Europe, we find deep scepticism of our role with reaction suggesting we are just defending our products.”

Mr Coulson was concerned that the popular debate in Europe was driving regulators to take the “easy option” of banning chemicals rather than “do something to cure varroa, cure viruses, or provide food for pollinators”. The former gets a quick and positive headline, he contended.

Mr Cossey likened some NGOs to “global corporate entities with a making money agenda based on scaring people”.

The Envigo delegate added that CROs were seeing the impact as companies were not looking at Europe when developing active ingredients.

There is a disincentive to seek approvals in Europe, the Bayer executive confirmed. “There is a risk about the overly conservative EU assessment process which can affect the processes in countries like Brazil or India.”

Doubtful change
The panelists were almost unanimously pessimistic of change towards the assessment of the pesticide and bee health link in Europe. Mr Cossey and Ms Barrett feared that only a disastrous pest outbreak leading to plunging food production may shock people and regulators into a less hostile attitude towards the assessment of pesticides.

Mr Phillips doubted any change would come in the near term. “There will not be an overturn of the ban as the gathering of required documented assessments would take time.”

The Bayer executive was pessimistic about regulatory issues in general in Europe. “Bee assessments are one of many areas that are in an unclear foggy state.”

The one dissenting voice came from Syngenta’s Mr Coulson. He envisaged member state authorities starting to use “studies, data, risk assessments and good judgement beyond the soundbite culture”.

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Tackling negative perceptions surrounding pesticides and GM crops

A panel of experts from the crop protection industry, regulatory agencies and the media discussed the negative perceptions attached to pesticides and GM crops and ways to tackle those. The panel discussion was part of the Leader’s Forum held in conjunction with Agrow Awards 2015 on September 17th. Robert Birkett reports.

Panellists at the Agrow Awards’ industry debates cited public ignorance, fear and mistrust of technologies among trials that the industry had to face in winning over acceptance of crop protection products.

CropLife Australia’s Matthew Cossey emphasised a general ignorance of food production especially among the dominant urban-based populations of the developed and developing countries that is “deeply concerning”. “We have a chemical phobia, against the evidence for why they should be embraced. I think it is the chemical phobia that is going to kill us in the developed world, not the chemicals.”

Giles Budge, the Head of Science at Fera Science Limited believes that people may hear the word pesticide and think “bad”, especially for synthetic chemicals. The perception holds that natural might be “good”, but synthetic is “bad”.

Richard Glass from the CRO, Eurofins, cited a lot of mistrust among the general public. “People do not understand what the dangers of pesticides and genetically modified crops might be. They select what they read and understand. I see a lot of misunderstanding of the science behind these products.”

Old vs new

“GM is, however, a new technology. That might pander to people’s fear of new technology rather than specifically GM. What is not understood, can be feared – especially if the benefits of the new technology are not made clear,” Dr Budge pointed out.

Nick von Westenholz of the UK Crop Protection Association (CPA) agreed with those panellists. “There is a difference with the way pesticides are perceived – at least in the UK. Pesticides are seen perhaps unfairly as old technology – familiar; GM as new.” However, he sees a change in the UK in the past five years or so in the perceptions of the latter. “It is more balanced and equivocal than before. There’s certainly not widespread acceptance but those previous views of ‘Frankenfoods’ no longer have much traction.”

The CPA chief feels that much of the public does not think of these things at all. “They are more concerned with issues such as education and national security. We should bear that in mind that not everyone takes these issues as seriously as we do, and not be surprised when people do not know what is going on.”

The BBC’s Charlotte Smith asked whether the issues were different for pesticide and GMOs.

Mr Glass agreed with others that the issues between GMOs and pesticides are different. “Yes, pesticides are older. They are seen more as a contaminant that many people do not see as necessary,” he said. “With GMOs, the issue is more complex. Some people may see them as a contaminant in food and affecting the environment, with some GMOs used with herbicides.”

Mr Cossey compared the debate with that of Australia. The issues on chemicals and GMOs are combined and separate. “But I disagree with those claiming that new technologies are not popular.” He suggested that the popular embrace of mobile phone technology despite studies having claimed that they are linked with causing brain tumours revealed that the public was willing to adopt new technologies. But he admits that there are significant differences with crop protection technology.

“There is a difference as this involves food,” he contends. First, this is technology connected to produce we put in our bodies. Secondly, the industry has never put the advocacy into a consumer context. It has always been about our clients: farmers. And farmers accept it, they see its value. And thirdly, within the food and grocery sector
is a small but the fastest growing segment: organic food produce. It holds only 3% of the market but is growing. And its profit margins are at 30%.

He accuses the organic marketing as being about fear: of the alternative, conventionally produced food. “The marketing is predominantly about scaring people.”

“Organics is just another farming system, but the marketing would have you believe that the produce has only been touched by the feet of fairies and nothing goes on it.” But he countered that many chemicals go on it, just not synthetic. And globally, even synthetic when there are disease outbreaks.

The CPA chief countered that in the UK, organic produce is on the wane in comparison with conventionally produced food. “Some 97-98% is conventional food in the UK.”

Mr Cossey saw no antagonism with the organics sector. “They are a significant customer for us in the chemicals business.” He repeats his argument that the marketing gurus of organic retailers create the conflict between sectors. “Three farming systems can co-exist perfectly, as long as you do not have bizarre organic marketing rules such as zero tolerance on GMOs. Australia is the only country with that approach.”

The CPA’s Mr von Westenholz argued that while people may be interested in the benefits, what they were really concerned about was their own safety and for the environment. But he believes that “fears outweigh benefits”. He argued that people wanted reassurances on health before they would accept the benefits.

Mr Glass believed that the public was not convinced of the need for GMOs. “And that is despite their widespread use in Latin America in maize and soy, as we saw earlier today [in Sanjiv Rana’s presentation showing the widespread consumption of GM material in Europe through the approved imports of produce],” he noted. “If the public were aware of the quantity of GMO imports for food, they’d be horrified. But as far as we as yet know, there is no negative consequence from our eating so much of it.”

Media and advocacy

Ms Smith asked with mock timidity whether “it was the fault of the media”.

Mr Cossey said the media is a contributing factor.

Mr von Westenholz blamed “some of the media rather than all”. He praised trade journals for being “objective and balanced”, while citing non-specialist broadsheet and print media as the problem: “They need headlines and we get the tough end of the stick.”

Ms Smith questioned whether the industry has tried changing the way it designed its communication.

Dr Budge noted: “We put more thought into communication now. Studies that are carried out are noticeably reinterpreted by journalists, using emotive words that do not necessarily appear in the original work and can lead to a backlash. It comes down to the language used to describe technology. From the same study, certain language can bring a round of applause from beekeepers, while different language on the same study can have them throw you out. We have to be careful about the words we use to present the same information.”

He also pointed out that lobbying may not be effective if the recipient does not want to listen. He revealed the finding of a study on public perceptions of the reliability of different professions, called the IPSOS MORI veracity index.

“Print journalist score only 22%. But if you are a news anchor (TV news journalist) that score jumps to 67%. An industry representative, might score just 32%, similar to the print journalist. However, that leaps to 55% for a civil servant, and to 83% for a university researcher with no industry link. So people are more or less likely to believe what you are saying depending on where you sit in society.”

Mr von Westerholz claimed that it was an error to expect that the industry could simply defend itself. “Generally, farmers in the UK are supportive, while the population has more faith in them than in industry.” He cites another story, from the UK NFU that found some 80% of the public trusted farmers.

“Working closely with independent scientists and farmers to explain facts, and show the benefits of the technology is important.”

Mr Cossey added that there had been an appalling misuse of the report. The Committee has sought to clarify and I expect the WHO is under pressure from global regulators to explain their report. He gave his own withering assessment of the significance of the findings.

“Some 80% of the public trusted farmers. The same committee has identified aloe vera as a possible carcinogen, a product my mother puts on her face every day, entirely unregulated.” He stressed that the report does not address “proper use” of the herbicide. “But the debate has entered that space.”

Mr Glass felt that the classification can have a massive effect. He notes that conversations with several regulators shows some scepticism with the classification. “But if it is carried forward as a carcinogen, then obviously it will be banned, and that will have a massive effect on agriculture.”

Glyphosate

The panellists finally turned their attention to the UN WHO’s International Agency for Research on Cancer (IARC) report classifying glyphosate herbicide as a probable carcinogen.

Mr Glass felt that the classification can have a massive effect. He notes that conversations with several regulators shows some scepticism with the classification. “But if it is carried forward as a carcinogen, then obviously it will be banned, and that will have a massive effect on agriculture.”

He also fears that it may set a precedent for seeking the next chemical to be identified as a potential carcinogen or toxic mechanism. “That may start the ball rolling to eliminate the next compound where there may be public concern.”

Dr Budge was concerned that the findings add to the perceptions that chemicals are bad. “People know the word carcinogen as cancer causing – using it would have a huge impact on how the public perceived a product.”

Mr von Westenholz said that the thing about the WHO report is how NGOs and campaigners are misusing it. The IARC explained that their assessment was not a risk assessment, but it is being used as such. That is despite a lot of regulatory agencies worldwide reaching different conclusions.

“Industry needs to do more to explain the safety element. This product has gone through decades of regulatory assessments and has been passed as safe for use.”

Mr Cossey added that there had been an appalling misuse of the report. The Committee has sought to clarify and I expect the WHO is under pressure from global regulators to explain their report. He gave his own withering assessment of the significance of the findings.

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