

Creating a successful distribution business combining biocontrol and other solutions.

Dr. Paul Sopp
Technical Director



Fargro - an overview

- **British horticultural distributor and marketing company**
- **National distribution (sell direct in south-east England)**
- **Crop protection, growing media, requisites (pots etc.)**
- **Protected crops, ornamentals, soft & top fruit, vegetables, forestry & amenity**

- **Provide a one-stop shop for crop protection manufacturers to market, technically support and supply products into our core markets**

- **Largest biopesticide distributor in the UK**
- **Partner with Syngenta Bioline for macro-biologicals**

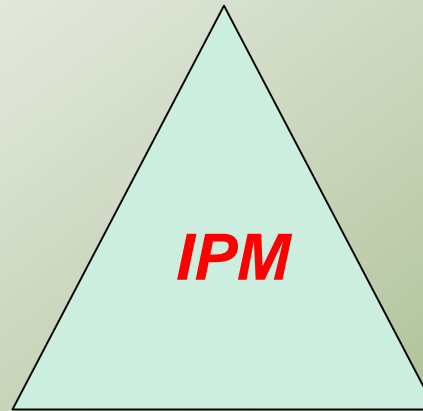
- **Sales, marketing, technical, storage and logistics**

Marketing Company for



Fargro – a true Integrated Pest Management (ICM) solutions provider

Macro-biologicals



Biopesticides

Conventional pesticides

Innovate, support & service – the key's to success

Product development & support

- **Late stage development**
- **Registration & label writing**
- **Launch, training and literature**
- **User support and post-launch experience**

Late stage development

- Product trials on nursery or farm under commercial conditions
- Focus on application, ease of use and crop safety
- ORETO registered

Understand the product; strengths & weaknesses.



Registration & label writing

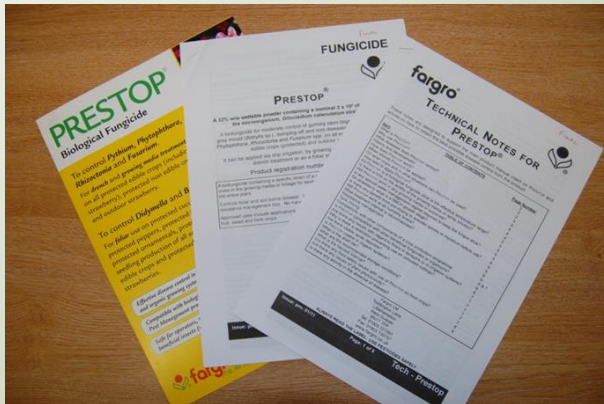
- Advise on various aspects of registration working with registration consultants
- Advise on label writing using our knowledge and expertise of the industry



Enable the product to be used effectively

Launch, presentation and literature

- Technical presentation at launch
- Invite influencers, agronomists and technical staff
- Face-to-face training of distributors and agronomists
- Technical information in product literature and detailed technical notes



*Inform,
educate,
be honest and
realistic*

Technical support & information

TECHNICAL NOTES FOR MET52® GRANULAR BIOINSECTICIDE

These notes are designed to support the main product manual insert on MET52 GRANULAR BIOINSECTICIDE and advise on how to obtain the best possible results.

TABLE OF CONTENTS:

| <u>Item</u> | <u>Page Number</u> |
|--------------------------------------------------------------------------------|--------------------|
| What is MET52 GRANULAR? | 2 |
| Why Use MET52 GRANULAR? | 2 |
| History and Development. | 2 |
| How does MET52 GRANULAR work? | 3 |
| How to control vine weevil with MET52 GRANULAR? | 3 |
| At what temperatures is Met52 GRANULAR effective? | 4 |
| What are the temperature limits? | 4 |
| How should the product be stored and what is its shelf life? | 4 |
| How long does a MET52 GRANULAR treatment last? | 4 |
| What is the recommended rate of use? | 4 |
| How best to apply MET52 GRANULAR? | 4 |
| When to use MET 52 GRANULAR? | 5 |
| Crop specific comments. | 5 |
| Extensions of Authorisation (SOLA). | 5 |
| Can Met52 GRANULAR be sprayed or drenched? | 6 |
| Can MET52 GRANULAR be used to treat all types of growing media? | 6 |
| Are there issues with regard to organic or microbial content of growing media? | 6 |
| Are there any special water management issues to keep Metarhizium alive? | 6 |
| Will the Metarhizium fungus survive if the growing medium dries out? | 6 |
| Resistance management. | 6 |
| Compatibility with fungicides. | 6 |
| Compatibility with chemical insecticides. | 7 |
| Compatibility with biological controls including beneficial insects and mites. | 7 |
| Is MET52 GRANULAR usable in organic growing systems? | 7 |
| Are there any food safety issues with the use of MET52 GRANULAR? | 7 |
| Are there any phytotoxicity issues with the use of MET52 GRANULAR? | 7 |
| What other pests may be controlled with MET52 GRANULAR? | 7 |

- In print
- On website
- Email
- On site
- Press

*Inform for
effective
use*

User support and post-launch experience

- Presentations to grower meetings
- Follow up with end-users and agronomists – experience
- Manage expectations
- Integration with other control tools & application
- Further trials, following user comments
- Work with partners e.g. HDC, ADAS, researchers and agronomists
- Extend uses both on-label and off-label (EAMU)

Learn and develop effective use

Invest in the future

- **Invest in staff – absolutely key to success**
 - **Qualifications**
 - **Experience**
 - **Continuous development & training**
 - **Offer opportunities for new young staff to develop**

Invest in the future of your business

training & development

Partnerships / industry involvement

- **Manufacturers / researchers / advisors / distribution**
- **Industry organisations;**
 - **IBMA**
 - **Agricultural Industries Confederation**
 - **National Farmers Union**
 - **Development organisations – Horticultural Development Company**
 - **Scientific organisations – Association of Applied Biologists, Royal Entomological Society**

Key messages

Understand the product; strengths & weaknesses.

To enable the product to be used effectively

Inform, educate, above all be honest and realistic

Learn and develop effective use

Invest in the future of your business; training & development

Achieve more by working together

User support and post-launch experience

- *Innovate, support & service – the key's to success*
- *Always learning*
- *Once learnt spread the word*

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