



BIOPESTICIDE INDUSTRY ALLIANCE

BioPesticide Industry Alliance

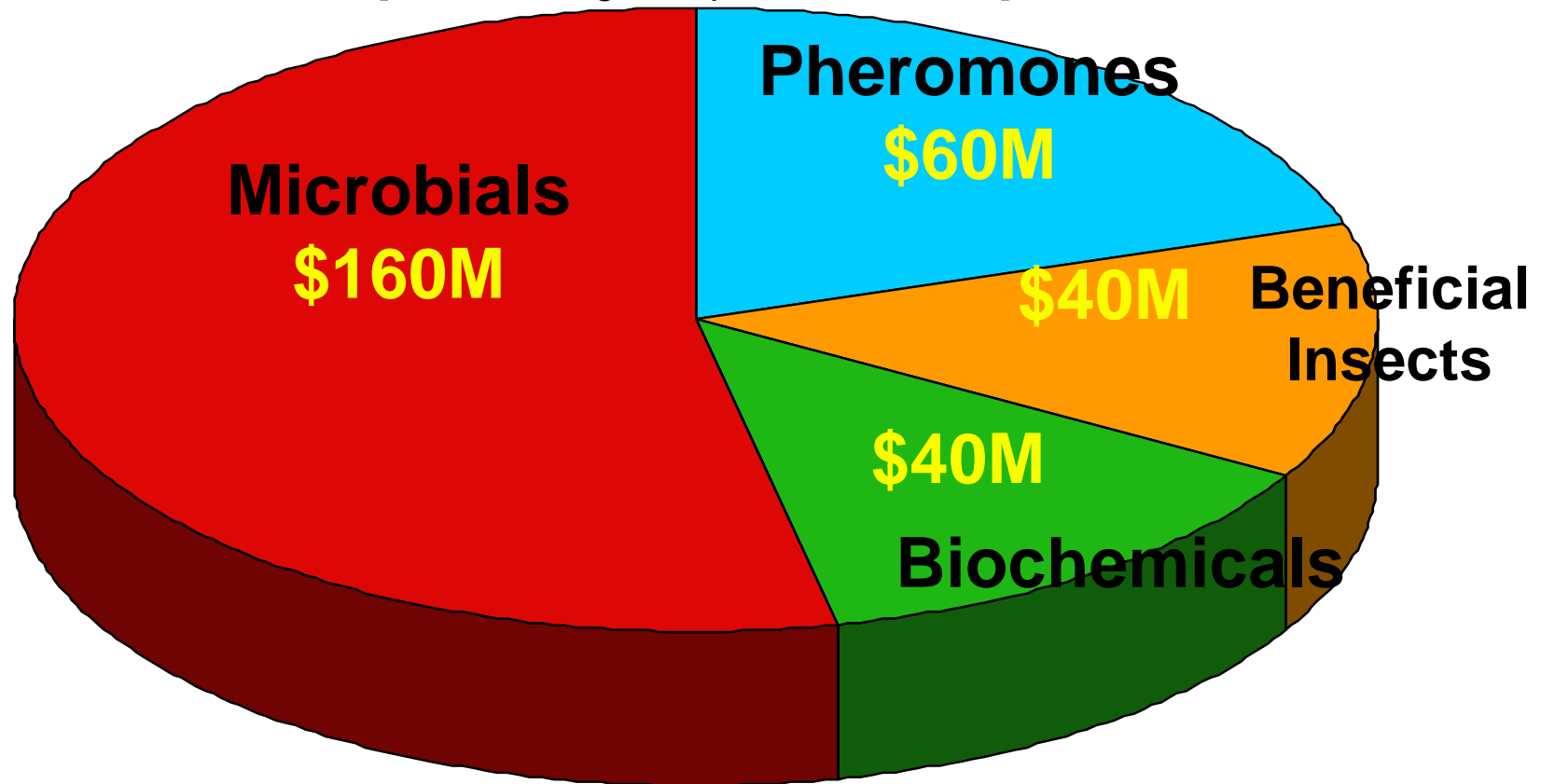
- Mission and Purpose
- Background
- Recent accomplishments and future activities





Biological Pesticide Market

[~ 1.5+% of global pesticide market]





Mission:

- ✓ Improve the global perception of biopesticides as effective products
- ✓ Facilitate the successful registration process of biopesticides



Purpose:

- ✓ Develop and promote industry standards for biopesticides
- ✓ Demonstrate that biopesticides are effective products in agriculture, forestry, turf and ornamental, public health and consumer markets
- ✓ Develop strong working relationships with the authorities that regulate biopesticides **and** become a resource to these regulatory authorities
- ✓ Become a leading source of information on biopesticides

www.biopesticideindustryalliance.org



Background

- First organized in 2000, based on the need for dedicated representation of the biopesticide industry participants
- Biopesticide definition based on EPA guidelines
 - Microbials
 - Biochemicals
 - PGRs
 - Excludes GMO plant pesticides



- Formalized as a 501(c) non-profit trade organization in 2003
- Today, an alliance of 28 companies and consultants whose primary focus is biopesticides



Main Reasons Biopesticides Used

(from 2003 BPIA Market Survey)

<u>Reason Volunteered</u>	<u>CA PCA</u>	<u>FL Distributor</u>	<u>CA Grower</u>	<u>FL Grower</u>	<u>Golf Supt.</u>
Environmentally Safe:	30%	46%	43%	30%	75%
Operator Safety:	23%	29%	20%	23%	15%
Product Efficacy:	17%	29%	17%	13%	5%
More Natural/Safe:	10%	11%	10%	13%	15%
Public Perception:	9%	--	3%	7%	13%
Safe to Beneficials:	9%	4%	3%	10%	--
Organic Farming:	13%	--	--	3%	--



Main Reasons Biopesticides Not Used

(from 2003 BPIA Market Survey)

<u>Reason Volunteered</u>	<u>CA PCA</u>	<u>FL Distributor</u>	<u>CA Grower</u>	<u>FL Grower</u>	<u>Golf Supt.</u>
Not as Effective:	44%	50%	27%	13%	30%
Higher Cost:	46%	36%	23%	23%	30%
Lack of Awareness:	14%	29%	47%	47%	43%
Old Habits:	4%	--	13%	10%	10%
Lack of Research:	6%	7%	--	7%	15%
Works Too Slow:	10%	7%	--	3%	5%
Limited Availability:	4%	7%	--	7%	10%



BPIA Operating Principles

- Products are supported that have appropriate EPA, PMRA, or EU registrations
- Proper product stewardship in the trade channel
 - Processes for maintaining product quality integrity and resolving product complaints related to product efficacy
- Scientifically valid efficacy tests supporting claims
 - Achieve commercially acceptable product efficacy levels in target geography with a minimal field trial variability
- Testimonials from peer groups attesting to efficacy claims and satisfaction with product



Recent Key Accomplishments

- Significantly enhanced professional image, including our newly redesigned web site and descriptive marketing brochure.
- Regular meetings by our Regulatory Committee with EPA's BPPD and CA-DPR to keep our membership up to date on regulations, policies and procedures.
- Participation on a PRIA coalition to provide our collective voices on fee schedules, labeling and other regulatory process improvements.
- Joined coalition with other trade associations to submit unified comments on California DPR's efficacy data submission proposal.
- Participation in IR-4's strategic planning, CA-DPR's Pest Management Advisory Committee and EPA's annual PESP meeting.

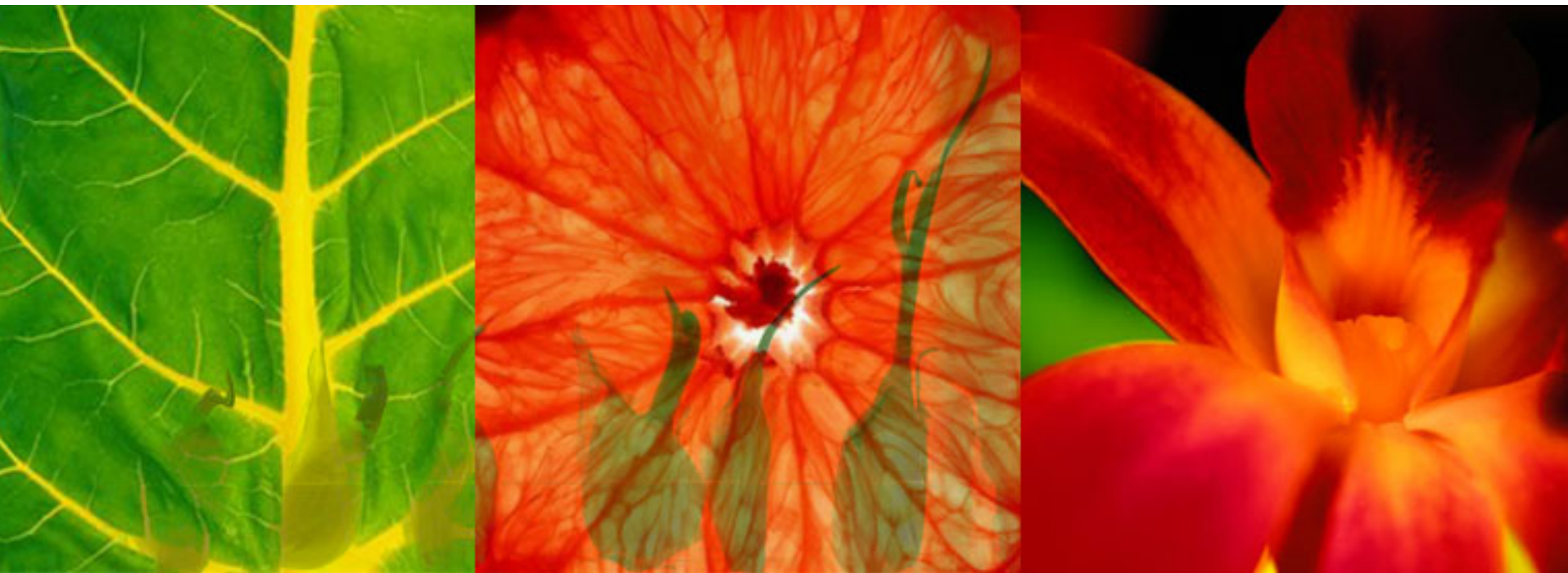


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New Website:

<http://www.biopesticideindustryalliance.org>





2006 Goals

- Increasing awareness of BPIA
 - Joined Plant Management Network
- Increasing participation and feedback from BPIA members
- Developing a plan for the continued development of the BPIA Standards
- Organizing a Congressional Education Meeting
- Next meeting
 - May 17-18, 2006 in Washington DC



BPIA Steering Committee

Olav Messerschmidt – Executive Director

Bill Foster – BioWorks (Chair)

M.D. Donaldson – Valent BioSciences Corp. (Vice Chair)

Steve Hartmeier – Suterra (Secretary/Treasurer)

Gary Libman – Emerald BioAg

Fred Betz – Eden BioSciences

Pam Marrone – AgraQuest

Amy Roberts – Technology Sciences Group



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Thank You

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