



# Grower Uptake and Adoption

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HOW do we as an industry  
go about trying to increase the  
use of biological control,  
beneficial insects,  
natural enemies  
?



## Awareness of people

- How do we as an industry go about trying to increase the use of biological control / beneficial insects / natural enemies
  - Many people are aware of the existence of beneficial insects
  - Just mention the industry in which we work ... and we get the response:

**“Oh, you sell Ladybugs  
and Lacewings”**





## How to increase awareness?

- How do we get those that are aware of this industry to try our products?
- How do we get those that have tried them to continue using them and or increase their consumption?





## Education

### ➤ Educate Educate Educate!!!

- Advertising
- Participation in Workshops, Trade shows, Seminars,
- Host Grower Specific meetings
- Helps to remind
- Helps to reinforce



## Geographic areas

- Play a significant role
- Example of Florida
  - SAF conference
  - Growers are adamant that Biological control does not and will not work
  - Philosophy that chemicals are still the way to go



## Distributors

- **Distributors in geographic areas are vital**
- **Some companies go direct, but we believe that distributors are the better way to go**
  - Distributors are already visiting customers
  - Already have their confidence
  - Easier for them to convince a grower to use beneficials





## **Educate the consumer**

- Consumer demands that the product be free of pesticides
- Growers are forced to comply to sell their product
- Educate the buyers at the big box stores
- Convince them and they in turn demand it from their suppliers





## Influential / successful growers

- Start with influential / successful growers in specific areas
- Convince them that it works
- As they realize that it does, they spread the word!





## REI's – Re-entry Intervals

- Convince growers that it is less expensive to:
  - Apply natural enemies
  - Paying staff waiting for REI's



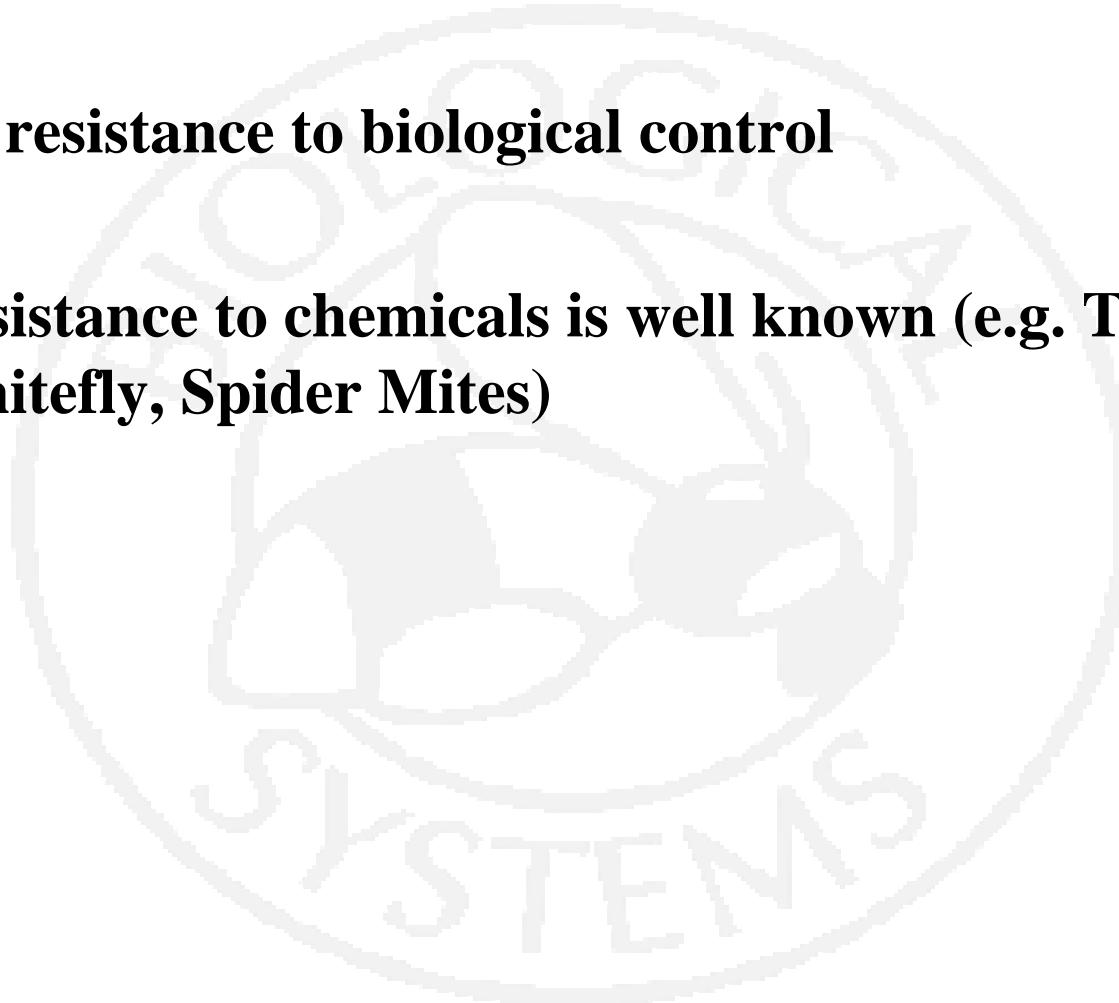
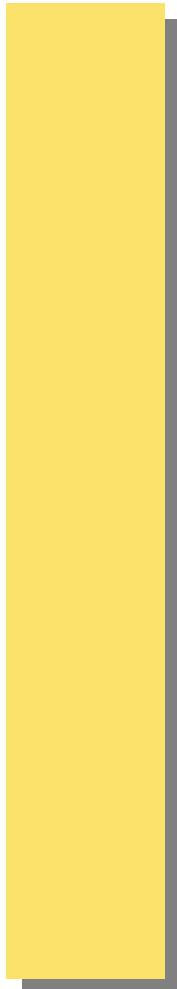
- Many growers report:
  - Staff feel safer when chemicals are:
    - Reduced
    - Eliminated





## Resistance

- No resistance to biological control
- Resistance to chemicals is well known (e.g. Thrips, Whitefly, Spider Mites)





## Got their confidence?

- Start with simple biological solutions
- Something they can see with their naked eye
- *Hypoaspis* is a good example





## Why *Hypoaspis*?



- Tolerant to most chemicals used in GH
- Can be seen with the naked eye
- Proven to work
- Less expensive than chemical applications
- Most growers have fungus gnat problems
- Stays with the plants during their cycle through the greenhouse and on to the consumer
- Easy and inexpensive to apply



## Higher production yields

- **No phytotoxicity**
  - With pesticides, there is always some phytotoxicity, even when it's not evident to the naked eye
  
- **Always a “Knock back effect” on plants**



## Competitive pricing

- Show the grower that in many cases:
  - Biologicals can be competitive in price
  - Even lower than chemicals
- Relates back to the cost of the re-entry interval, pesticide application, etc.





## Conclusion

- [Info@biobest.ca](mailto:Info@biobest.ca)
- [www.biobest.ca](http://www.biobest.ca)

