Grower Uptake
and
Adoption

5th National Integrated Pest Management Symposium

By:

Dominique-Andre Demers, Biobest Canada Ltd.

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

Staff moral

- **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**
- **www.biobest.ca**