

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?**



➤ **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

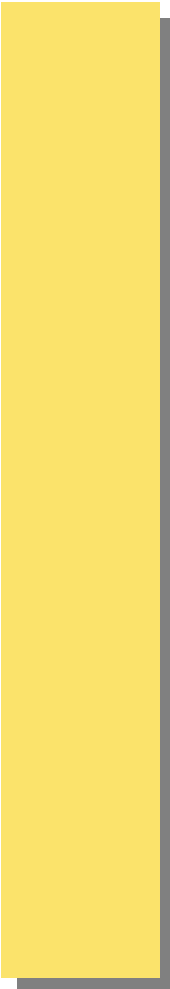


Influential / successful growers

- **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**

