Grower Uptake and Adoption

5th National Integrated Pest Management Symposium

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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?
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 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
- www.biobest.ca