

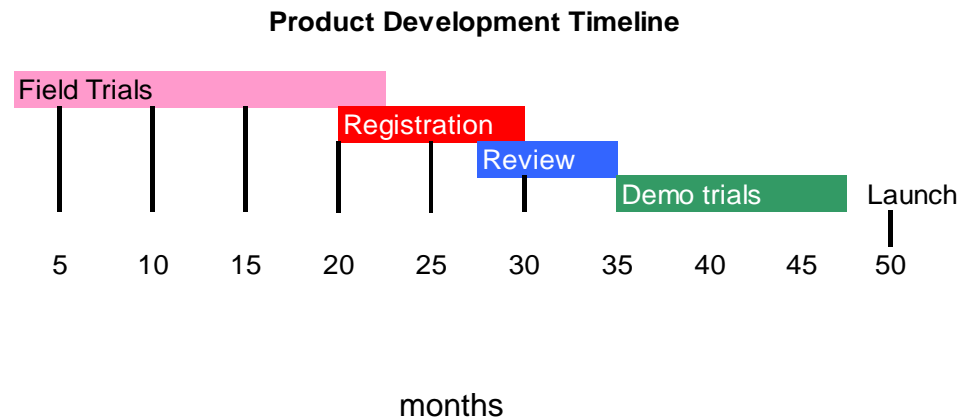


Responding to an emerging pest problem

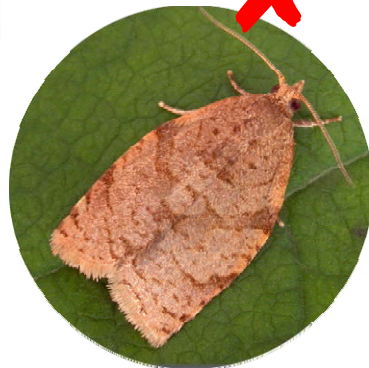
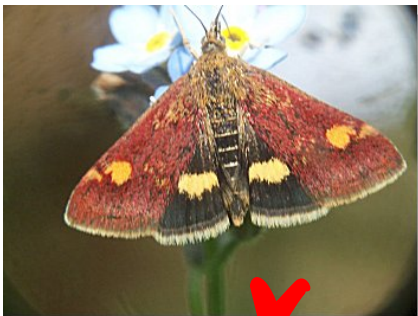
David Cary
Market Development Manager
Exosect Limited
ABIM, Lucerne, 20/10/09

Historical view of getting a product to market assuming basic research is done

- Field trials 2 years+
- Registration dossier 6months
- Registration review 12months+
- Demonstration trials 1year
- Product launch



LBAM pest status Development in the UK



- *Epiphyas postvittana*
- Native of Tasmania, Australia
- Problem in Mainland Australia, New Zealand & West Coast USA
- First recorded in UK in Cornwall, 1936
- Found in commercial orchards in UK, 1994
- Spread to fruit growing areas recorded 2006
- First recognised as a serious pest in UK fruit 2008
- LBAM monitoring trap catches
- *Pyrausta aurata*
- Commonly confused with Summer Fruit Tree tortrix *Adoxophyes orana*

LBAM factors

- New pest – no control measures in UK or EU
- Range of host crops
- Growth industries
- Strength & influence of industry bodies
- IBMA / PSD liaison meetings
- Interest from supermarket groups in reduced residue risks
- Pest biology
- Experiences in other markets



New Pest to the EU

- No perceived idea of control
 - Desire to do something with little risk
- Little or no expertise
- No established MRL's on crops in UK



Range of Host Crops



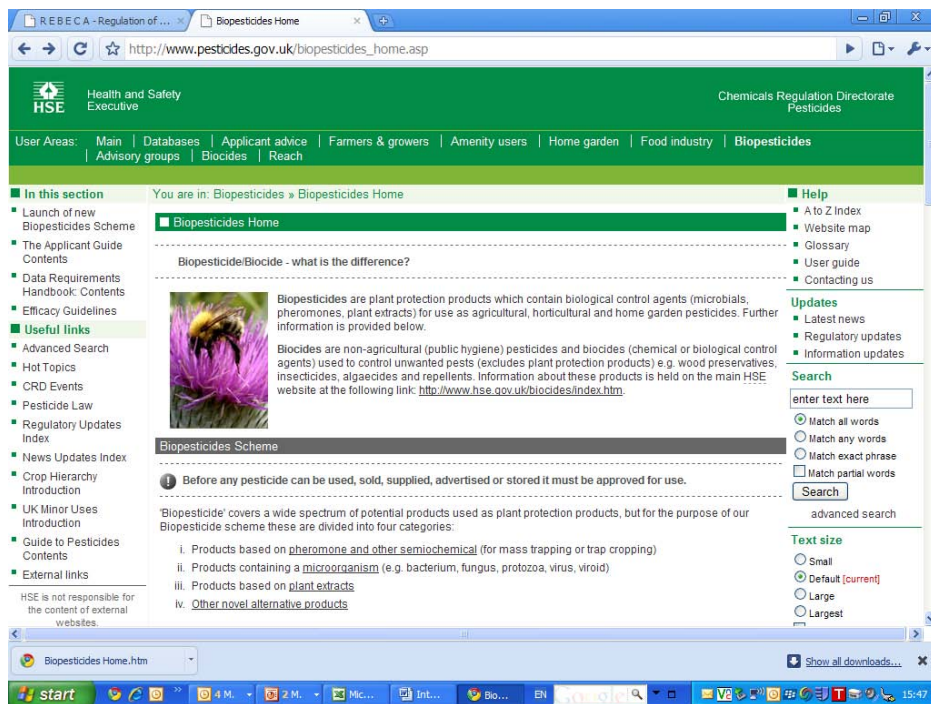
- Problem seen by more than 1 different crop growers
 - Increased grower awareness
- Potential to spread to become a bigger pest
- Economic impact is increased
 - Individual basis
 - country
- Less chance it will go away through eradication attempts

Growth Industries

- Of importance to
 - DEFRA
 - Regulators
 - Industry bodies
 - Distributors
 - Supermarket groups
 - Press
- Will be around for long term usage of product
- Price of inputs not the first concern



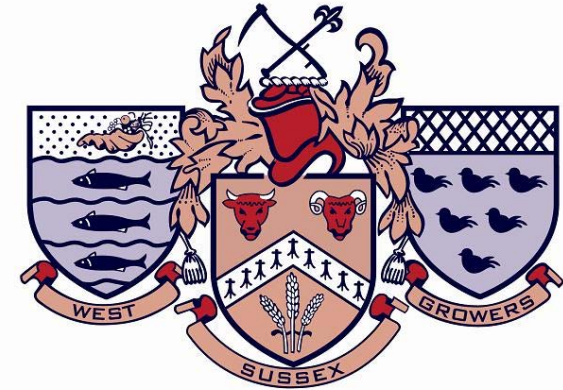
IBMA / HSE CRD Meetings



- Regular contact
- Harder to turn away a request from a face as opposed to an unknown person at the end of an email
- Access to policy & efficacy evaluations people as well as the traditional biocontrol champions
- Speed of action

Industry bodies

- Extremely influential
- Increased believability that a problem exists and it's seriousness
- Independent confirmation
- A show that growers are likely to make use of any solution provided by the action



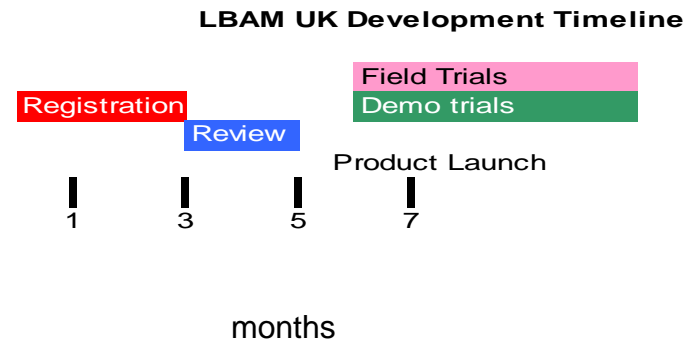
Interest from supermarket and category manager groups



- Pull through with growers
 - Meeting stringent requirements
- Interest from other parties
- Influence on regulators
- Pest along with the control method is on their list

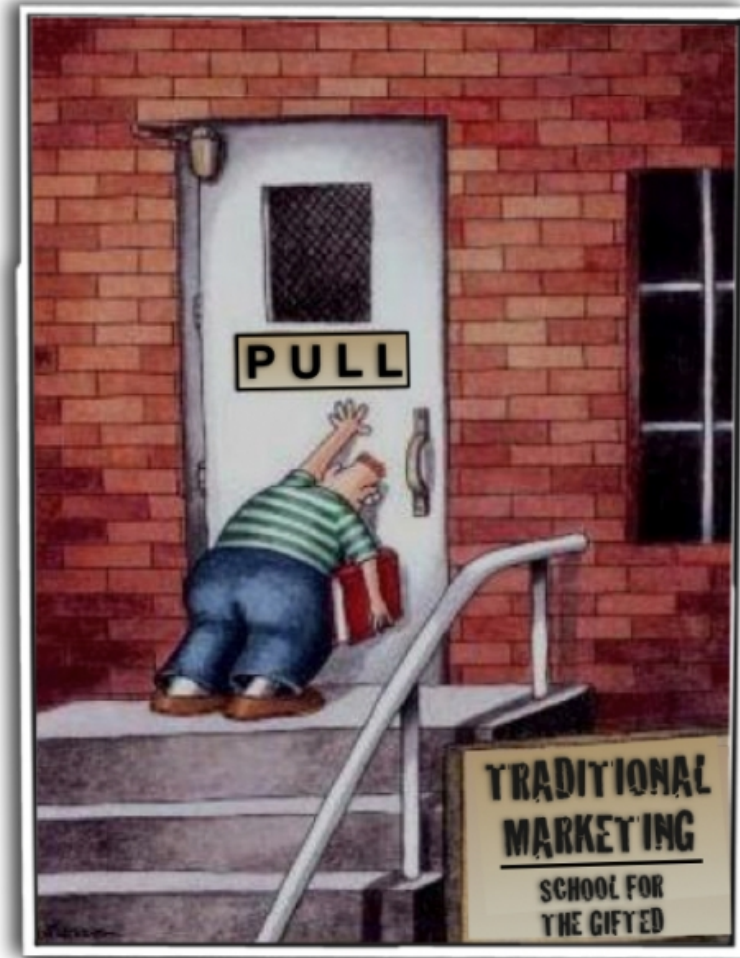
Actual view of getting this product to market when basic research was done

- Field trials annexed from AUS/NZ
- Registration pre-meeting & dossier preparation 3months
- Registration review less than 2months
- Demonstration trials performed concurrently
- Product sales
- Field trials performed for full registration concurrently



Summary

- Create a pull not just use the push strategies
- IBMA members need to look for opportunities
- Use IBMA bodies to strengthen your case
- Utilise opinion leaders particularly other industry bodies
- Talk with regulators – pre submission meetings
- Inform the market and create pull through with supermarkets and category managers



ABIM Presentation

20/10/09



Thank you for your attention
Any questions please