



6 years after Bernard Blum Award

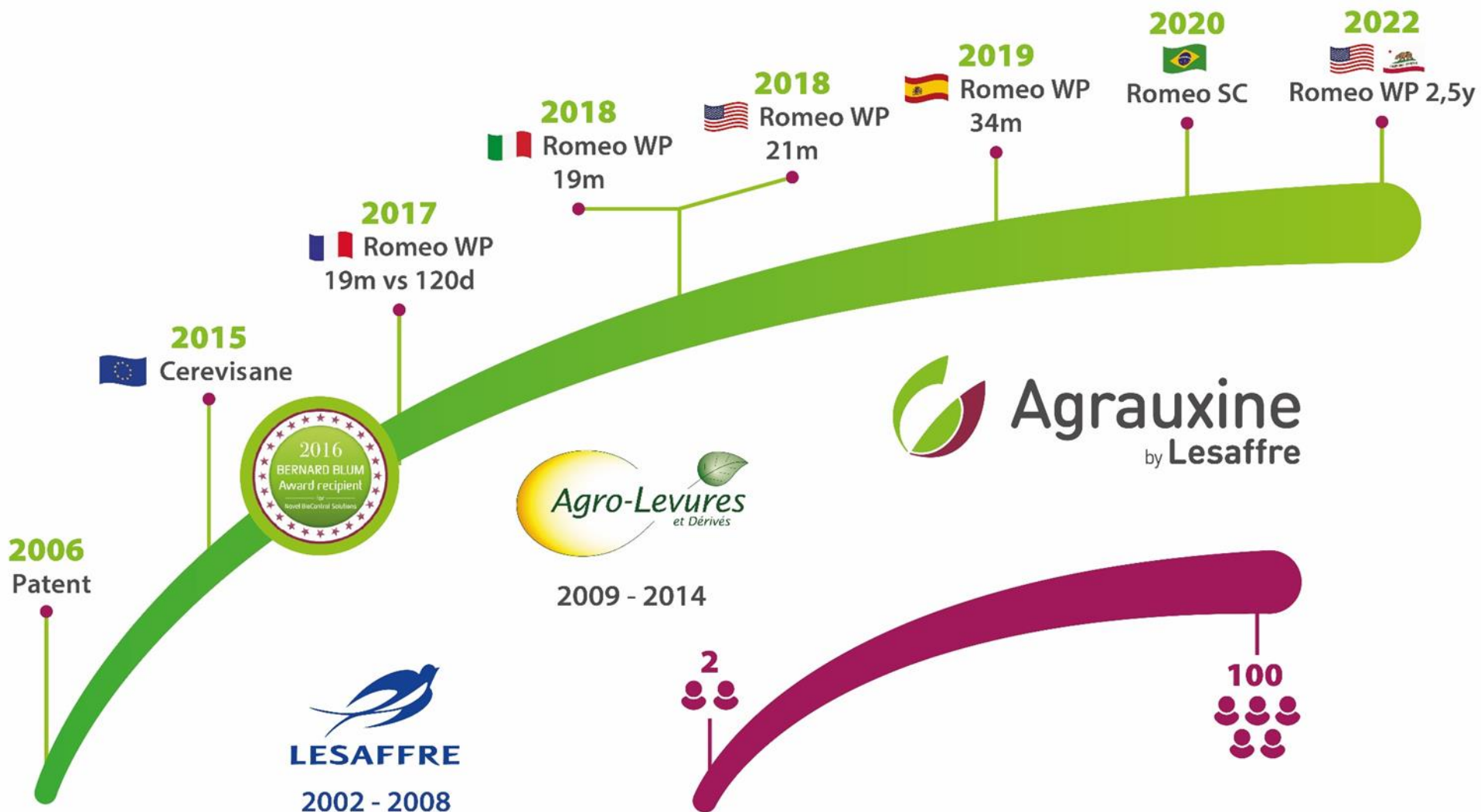
Return of experience





- In 2016: Active ingredient cerevisane registered in EU & distribution agreement in South EU
- Acknowledgment for 10 years of R&D
- Visibility and credit to find distribution partners and secure Lesaffre shareholders





Key product features

Initial development step = Product features adapted to the market: non living, **long shelflife, easy to use in tank mix, production scale-up / correct market price**

Regulatory

- Anticipation of delays → Launch prevision often too optimistic
- Innovation: No clear category for a fraction of microorganism at that time
- Validation of analysis method to characterize a.i.

Learning curve

- Building a new market (broad spectrum elicitor vs unique target)
- High scientific knowledge expextations for biocontrol
- **Long run partnerships** with open and motivated teams



Where we are now ?

- 2 formulations : WP & SC
- 100kha 1st year of sales (FR+IT) → 450kha 4 years later
- 3 continents
- > 10 Distribution partners

Futures launch = product life cycle (2023-26)

- Label extensions & territories
- Launch of SC formulation in Europe / partnership with Nufarm
- New mix cerevisane + other actives (biocontrol and chemicals)



BB Award

Scientific acknowledgement

Did not help reg. fast track

Visibility in Industry → improve farmer visibility



BERNARD BLUM
AWARD 2022



BUILT on
TRUST



 **Agrauxine**
by Lesaffre