

establishment of temporary MRLs prevents disruption of trade this year and ensures a steady, current supply of exports to European consumers. Primacy ALPHA features two patented Verdesian technologies and is specifically designed as an alternative to phosphite-based nutritional. It delivers similar crop efficacy as conventional phosphite products but without the risk of exceeding EU-designated MRLs. Our phosphite-based nutritional products continue to be widely used by growers on other crops not effected by the EU issue. Primacy™ is a newly created brand for Verdesian, and Primacy ALPHA is the first premier product offered under the new brand family. There will be other Primacy products coming.

Verdesian has acquired several companies with a focus on the seed treatment sector, including INTX Microbials, and has subsequently launched new products into this market. Do you view seed treatment as key to future sales growth?

Absolutely. Seed-treatment products will continue to represent a big part of our product focus. Focusing on the seed generates a healthier plant right from the start. With our seed treatment products, we make the already existing genes in seeds work to their full potential, and we've developed technology, through biology and chemistry, that gives ordinary plants a scientific edge. Two good examples are our new Take Off® ST for corn, soybeans, winter wheat and other crops and Preside™ CL seed treatment for soybeans. Take Off is a crop nutrient assimilator that mimics a natural plant metabolite common in all crops and accelerates nutrient acquisition, assimilation and use of efficiency of applied nitrogen. Preside CL increases soybean nodulation and helps bring more nitrogen into the plant.

The geographical focus of Verdesian is clearly North America, but you do have a European presence through the acquisition of Plant Syence and formation of Verdesian Life Sciences Europe in 2013. Do have goals to expand further outside the U.S.? What geographies are highest in priority for future growth?

Verdesian is not only committed to the North American market, but also to Europe through Verdesian Life Sciences Europe Limited. We are also focused on Central and South America markets as well, and we have a growing presence in the Asia-Pacific region. We conduct product research in all of these areas, as well as work with local farmers. Our recent commercial agreement in Latin America will bring the Verdesian patented polymer technology to farmers in Nicaragua, Panama and Costa Rica. Farmers around the world need the products and technologies that Verdesian offers if we are to feed nine billion people by 2050.

Many of the startup biological agriculture companies struggle to achieve adequate market access to effectively commercialize their technologies. Verdesian appears to have handled this challenge with ease. What is your secret?

The secret for us is that our technologies work. We are also fortunate to have an extensive and highly respected network of agricultural distributors and retailers that farmers turn to and trust for the best advice, products and technologies. We work closely with all our retailers and distributors in order to put out trials, test our products and demonstrate to them and their farmer-customers that our products work.

Consolidation has definitely been a driving force within the biological agriculture space over the last few years. We've seen a range of exit strategies executed, including acquisitions by global crop protection businesses, mergers with other biological companies and IPOs with varying degrees of success. Does Verdesian have a preferred exit path?

There is no doubt that the consolidation within the agricultural marketplace will continue. Verdesian will keep its focus on providing technologies that work and give a good return on investment for farmers by increasing crop yields and minimizing the environmental impact of agriculture. It's the farmer that has to be successful, and we plan to furnish the tools they need to be successful.

New Products

BIOCONTROL

Bollcure is a plant extract-based botanical biopesticide that has been developed by TERI. Bollcure is an environment-friendly approach to enhance crop productivity in a sustainable manner by keeping insect pests at bay. Bollcure is made from eucalyptus leaves extract, which makes it safer for use and is biodegradable. The product has been tested extensively for its usefulness against *Helicoverpa armigera* (cotton bollworm) in cotton and chickpea at different Indian Council of Agricultural Research (ICAR) institutes and agricultural universities in India and abroad.

Biofeed Ltd. has developed an innovative 'green' solution that provides year-round, continuous and effective pest control. Biofeed's patented Slow Fluid Release (SFR) technology takes advantage of gravity, in comparison to the common evaporation principle of most common attraction devices, and is thus very stable. Using the SFR delivery system the rate of liquid release is well controllable in the range of 0.1-1.0 gram per day. Biofeed recently launched its first 2 formulae solutions for continuous bioactivity over a period of one year. This series of products for the control of the Mediterranean fruit fly and the Olive fruit fly is branded 'Biofeed 365'.

BIOSTIMULANTS

BioWorks, Inc. launched ON-Gard, a new organic fertilizer and biostimulant. ON-Gard is a 100% plant-derived product with organic nitrogen and vegetal amino acids that increases stress tolerance, increases plant, crop, and turf growth, and enhances nutrient uptake and overall absorption. It is rapidly absorbed by leaves and roots and transferred throughout the plant. ON-Gard can be applied as a foliar spray, root drench, or root dip. It is suitable for use on all plants. Plants respond well to ON-Gard applications at key nutrient demand periods such as seed germination, bloom, fruit development, and sugar assimilation. "We are excited to be offering another innovative, organic product to our growing portfolio," said Joe Gionta, director of marketing and sales. "While formidable on its own, ON-Gard can also improve the uptake and efficacy of our other products such as RootShield and RootShield Plus."