

## Nimrod Israely

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**אל:** Nimrod  
**נושא:** Insights from CIR and over-protective [Is it Good?]

Dear Nimrod,

Looking back at the CIR conference... and sharing my thoughts.



[Crop Innovations and Regulation \(CIR\) conference \(video\)](#)

The conference name (CIR) says it all... we spent 2 days talking about Biopesticide, Biostimulants, NewAg and Regulation.

But there was something more interesting that was hiding behind the words, something that underlines the situation of the AgroChemical industry.

This something is out there for a long time, but it was easy to see in the CIR conference.

And here is my insights about this 'something'...

1. The **Big AgroChemical** companies just became the **Huge AgroChemical** companies.

But, when you look closer you don't see them as 'Strong Companies' that became 'Stronger'. As a matter of fact, you see that they have become weaker. Strong big companies with high hopes and great future do not sell themselves or merge!

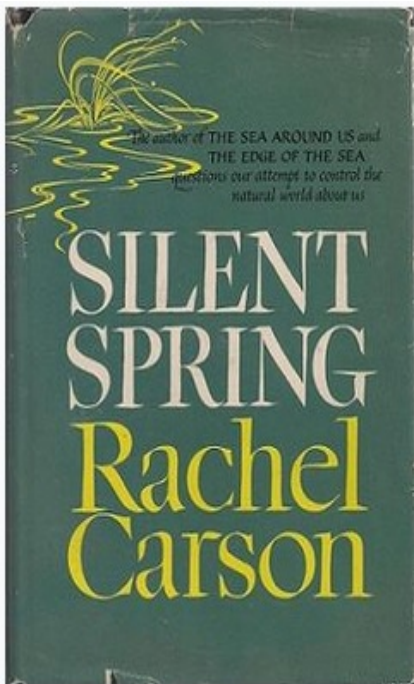
2. *The Big companies*, that just turned into **The Huge Companies**, have little clue about **where they go**. They are fighting with their teeth to keep the world rolling, as it did for the past 80 years, since the end of World War II, with little success.

3. There are great ideas and great small companies out there. **There is no need to worry about the future**. It was great to see how big is the potential out there and how much more

wonderful our agriculture and our world can get, and will get! Wide adoption of revolutionary technologies is inevitable.

4. The *Huge* ones are not the source of innovation, but they invest a lot into innovative products and developing potential technologies. However, they are handicapped! Why? Because their business model is one that relies on selling pesticides in a bottle. So whatever they do they keep on thinking of '**How do we put it in a bottle and sell it?**' Sometimes such a limited way of thinking is exhausting and cripple. Future solutions require a different way of thinking.

5. **Food security** has nothing to do with the availability of safe and effective agriculture / pest-control methods. Future methods will outperform current ones, by far. The problem of food security, as well as food safety, is a political one.



6. Regulation. Regulation is here to keep the general public safe. Regulation in the pesticide industry developed a lot in some areas where the public had presented a huge demand, and that is more caution with pesticide sprays.

If you think about it, it makes a lot of sense following the publication of the *Silent Spring*, in September 1962, by Rachel Carson. That book has changed the world and brought with it more environmental awareness and a change in public opinion. From that day regulation has become much more strict and demanding, and it became harder to use pesticides. Good!



But... regulation was formed to protect us from poisonous insecticide sprays. Today, 50 years later, there are still pesticide sprays, but luckily we also have additional harmless technologies, such as; traps, semiochemicals (pheromones), GM, etc...

Unfortunately, the EU regulation does not see the huge diferent between the different technologies and treat them all very much the same.

And the result? Everything is blocked! With such heavy regulation, no one wants to even start a regulatory process. It affects, even more, the small companies, which are very sensitive to costs and are not equipped to deal with heavy regulation. However, those are the companies that bring innovation. Without innovation, situation will remain as is.

So who are the most to suffer? The small companies. The innovation that does not reach the market (or reach it very late). The public that would like to see something better and healthier makes its way to the market.

That is called; over-regulation! **Over-regulation is bad for innovation but most important, it is bad for the general public that is expecting better solutions, rather than a more stif regulation.**

Link to the [video](#).

Wishing you a great peaceful weekend. And to my Jewish readers - **HAPPY AND FRUITFUL NEW YER!**

Regards,



Nimrod

P.S. Those 2 days in Barcelona were very stimulating. I wish to thank my friends at the conference for sharing their ideas and thoughts. And to organizers who has brought so much knowledge together and gave the perfect roof and conditions for it to be presented.

P.P.S. Our future is in our hands. Let's make sure it is the future we want!

P.P.P.S. I recorded my presentation at the CIR so you can see it. However, the visual quality is pretty low. I now think of ways how I can still share it with you.

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