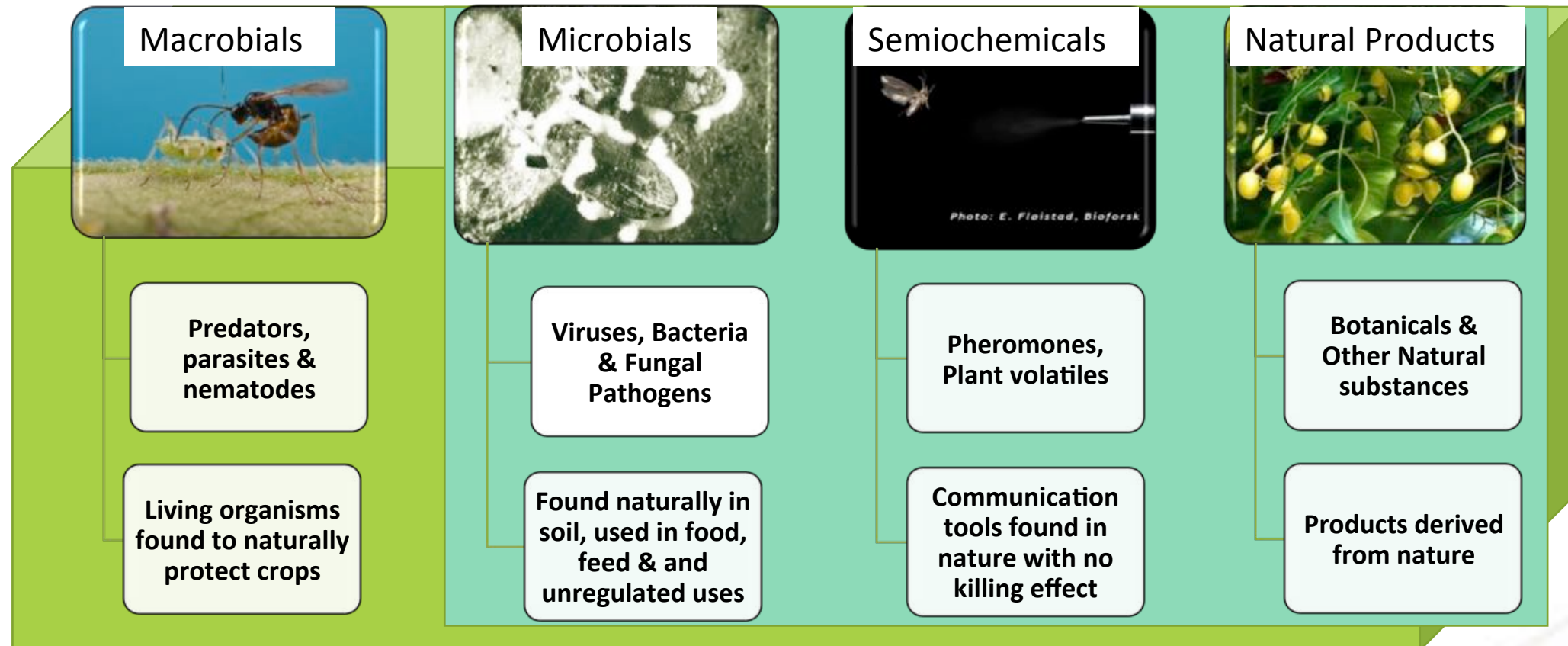


*How do we  
efficiently move  
from traditional  
crop protection to  
an integrated  
biological  
platform?*

David Car Executive Director IBMA



# The products: “innovative green tools” of the Biocontrol industry



# What is wrong with the current agricultural system?

## Surface look

- Plentiful food since 1st green revolution
- Good quality food
- More reliability of production
- Cheap food
- Plentiful choice of food

## In depth look

- Resistance development
- Increase of invasive pests and diseases
- Pendulum of pest and disease occurrence
- Imposed quality standards
- Direct costs only accounted for

# External costs and benefits

- Direct costs are helpful for cost of production when inputs have only positive effects
- However farmers do more than act as a food factory
- If we look at agriculture as produce from our environment we have to account for the benefits to us as a society and also account for the costs to society of our methods of production.
- As custodians of the environment we need to account for environmental costs and benefits
- In order to be complete also account for human health costs and benefits

# Change of consumer quality perceptions

- What makes produce of good or higher quality?
- Is size a good measure of quality?
- Is shape a good measure of quality?
- Is blemish free a sign of quality?
- Is absence of insects a sign of quality?
- Do some or all of these quality measures happen to assist multiple retailers in having standardised produce for buyers and customers?
- Are such measures of quality of use to farmers and consumers?

# Problem solving needs to change

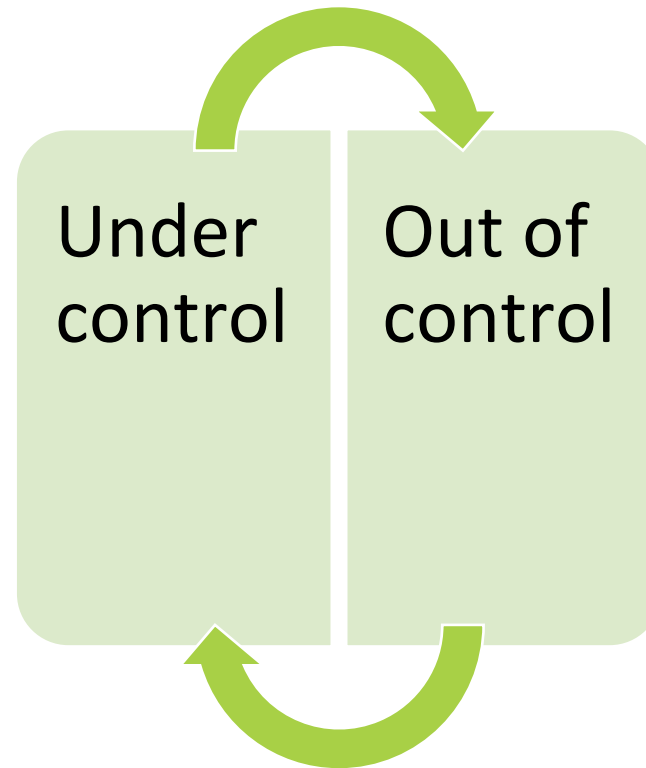


Incident based  
problem solving

Holistic problem  
solving



# Consequences of problem thinking



# Holistic Agriculture



- Prevention of pest & disease explosion
- Use of all available tools
- Minimise risk to human health and the environment

Only through use of true IPM

**A new true green revolution**



A photograph of a lush green forest. A dirt path winds through the trees, leading towards a body of water in the distance. The trees are tall and have dense green foliage. The lighting is bright, suggesting a sunny day. The overall scene is peaceful and natural.

*learn to live with nature not against it*

*Production of food has to be as a part of  
the ecosystem and the environment  
through using green tools first*



***Thank you for participating***

