

# BIOFUNGICIDES AND BIOSTIMULANTS

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*In this case study, CPL Business Consultants was engaged by a global crop protection company to advise it on the market entry strategies it should employ for biofungicides and biostimulants.*

## **OBJECTIVE**

The objective of this report was to provide our client with insights into successful market access strategies for biofungicides and biostimulants used in the biological crop protection business. Our client wanted to know what strategies are used, how successful they have been and what their reputations are among user groups. It also sought advice on what it should do to compete successfully in the industry.

## **METHOD**

CPL combined desk-based research and interviews to complete this report. To provide the client with a review of the technologies and species of biofungicides and biostimulants, we used scientific literature and company reports. Company websites, government statistics, trade news and interviews with industry participants were used to profile the activities of companies producing biologicals and allow CPL to generate recommendations to the client. Contacts included manufacturers, distributors, research organisations, regulatory specialists and grower groups.

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