

# Ensuring Consistency of Key Messages Across the BPG Federation Members & Standby Statements

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# Why is Consistency Important?

- Avoid confusion; gain clarity
- Many of our stakeholders are global and thus cut across member associations
- We need to own the message; not other stakeholders
- There is power in numbers –
  - Leverage our multiple associations across the regions

# Statements where we would benefit from Harmonization (examples)

- Categories/definitions (biopesticides, biostimulants, beneficials etc)
- Market trends – today → +10/15 yrs
- Biological products positioning vs. chemical products
- Key benefits of biocontrol products
- Biologicals are not “snake oils”
- Biocontrol and bee safety; pollinator safety in general
- Entomopathogenic nematodes
- Others...

# Priority for 2016

- Define “who we are” and the categories we represent
  - Therefore, “who we are not”
- Decide criteria for “proactive vs standby” statements
- Develop process for writing, reviewing and communicating standby statements

**THANK YOU**