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Seed Treatment Technologies Development and Commercialization

Greenhouse & Lab to Commercialization

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AgriThoriTY

Development Pathway

Development is the process of turning a known response into a commercially viable product

- We have never been able to extrapolate from test tube, or greenhouse, to consistent commercially viable performance
- We cannot extrapolate from petri dish or culture to field performance



Development Pathway

- Key Technical Deliverables from a development program
 - Formulation
 - Application method and timing
 - Use rate in reproducible terms
 - Yield, profitability and quality impact
 - Measurable response that leads to yield or quality improvement.
 - Registration

Development Pathway

Commercialization

- Key Commercialization steps in successful Development
 - Packaging
 - Storage and Handling
 - Pricing
 - Total treatment package
 - Integration into the total seed treatment package for target crops



Formulation

Formulation development should start the minute a decision is made to develop a product, or before;
Development formulation>>>Optimized formulation

Use Rate in Reproducible Terms

Greenhouse and lab evaluations should be conducted with extrapolation of use rate to a per acre and/or per kg of seed rate

Focus on Precision Target Response

Measurable Response Leads to Improvement...

Measurable Response Leads to Improvement

- Yield, profitability or quality improvement is essential
- Yield increase with measurable response leading to improved value is critical for sustained commercial viability
- Examples
 - Pest control
 - Increased root development
 - Improved vigor
 - Faster germination
 - Increase plant stand
 - Uniform emergence and development
 - Earlier reproduction

SUMMARY

Thank You



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