



# 6 years after Bernard Blum Award

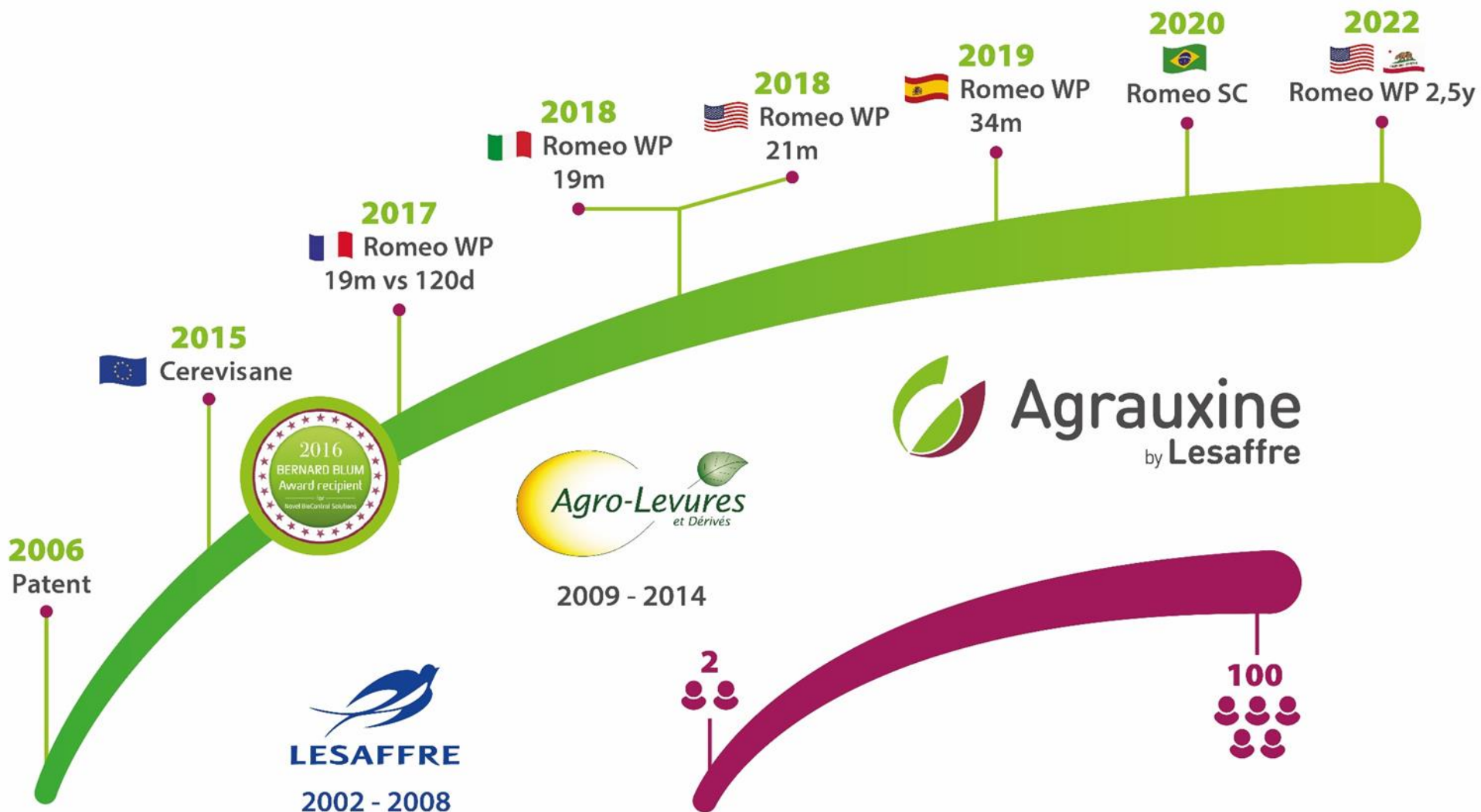
## Return of experience





- In 2016: Active ingredient cerevisane registered in EU & distribution agreement in South EU
- Acknowledgment for 10 years of R&D
- Visibility and credit to find distribution partners and secure Lesaffre shareholders





## Key product features

Initial development step = Product features adapted to the market: non living, **long shelflife**, **easy to use in tank mix**, **production scale-up** / **correct market price**

## Regulatory

- Anticipation of delays → Launch prevision often too optimistic
- Innovation: No clear category for a fraction of microorganism at that time
- Validation of analysis method to characterize a.i.

## Learning curve

- Building a new market (broad spectrum elicitor vs unique target)
- High scientific knowledge expectations for biocontrol
- **Long run partnerships** with open and motivated teams

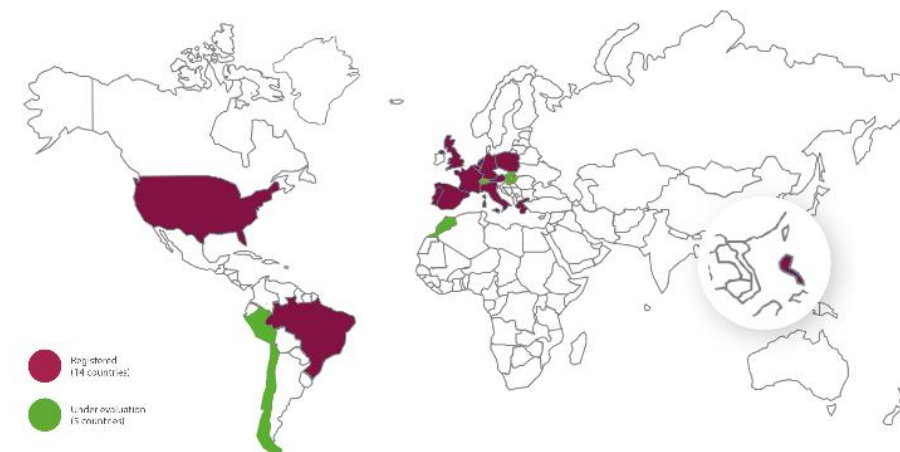


## Where we are now ?

- 2 formulations : WP & SC
- 100kha 1st year of sales (FR+IT) → 450kha 4 years later
- 3 continents
- > 10 Distribution partners

## Futures launch = product life cycle (2023-26)

- Label extensions & territories
- Launch of SC formulation in Europe / partnership with Nufarm
- New mix cerevisane + other actives (biocontrol and chemicals)



## BB Award

Scientific acknowledgement

Did not help reg. fast track

Visibility in Industry → improve farmer visibility



BERNARD BLUM  
AWARD 2022



**BUILT** on  
**TRUST**

 **Agrauxine**  
by Lesaffre