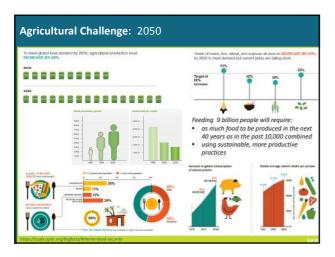
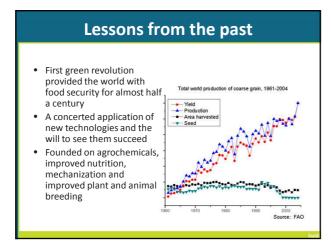
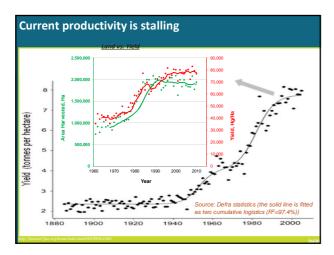


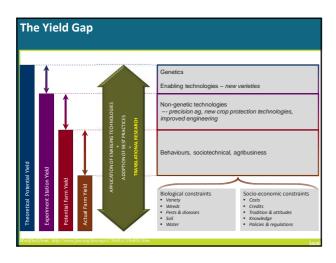
## Overview: Focus on Crop Protection

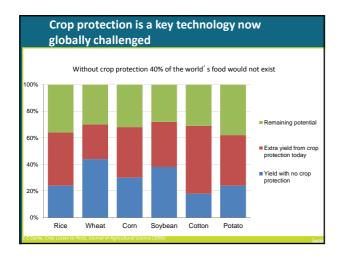
- A reminder of the challenge
- The need for change
- New approaches
- Moving from cure to prevention

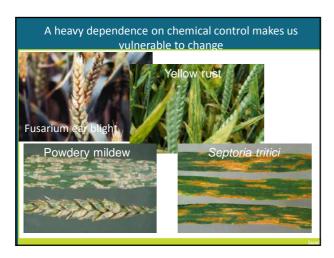


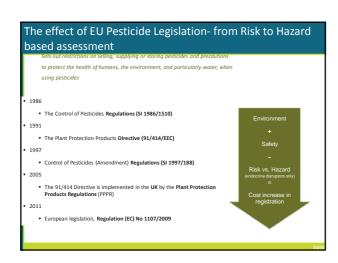


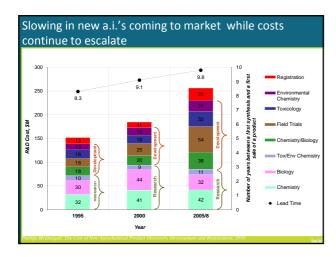












## The makings of a perfect storm

- Limited rotations and cultural practice
- High dependence on chemical control
- Reduction in existing arsenal
- Few new modes of action



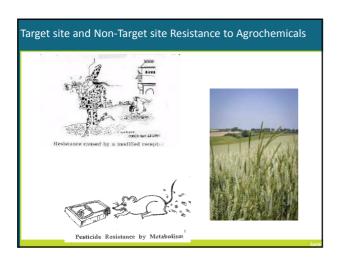




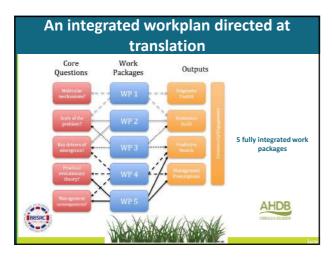
### Time for a new approach: Innovation in Crop Health and Protection- GO-Science Report 2014

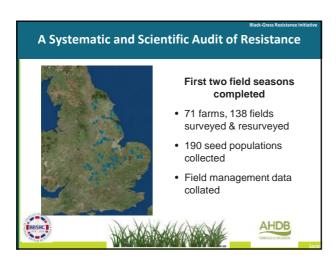
- Better Integration of existing (chemical) and developing (biotech, engineering) technologies
- Fast tracking translation of basic science to new approaches in pest/ weed control (eg: omics)
- National resistance monitoring and intervention
- Better use of data systems/ predictive modeling
- Knowledge transfer
- New skills development
- Proactive engagement with regulators

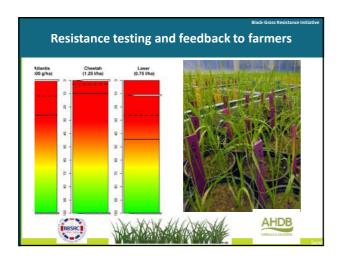
## The Problem with Black-grass Herbicide resistance now widespread in black-grass and rye-grass affecting 1.2 M Ha, reported on 16,000 farms in 34 counties Autumn germinating out-crossing weed (rapid evolution) Responsible for up to 20%- 100% yield losses in wheat (highly competitive) Resident Market Market Market State State

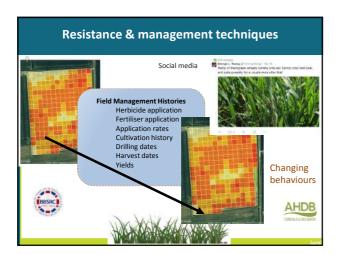


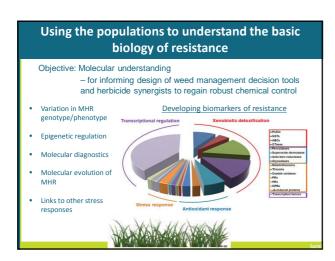


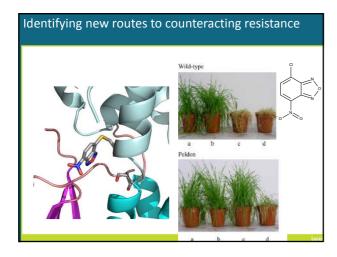


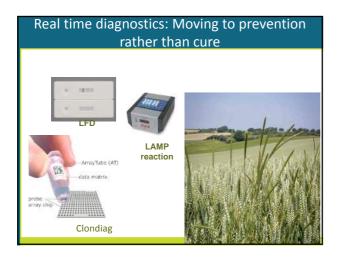






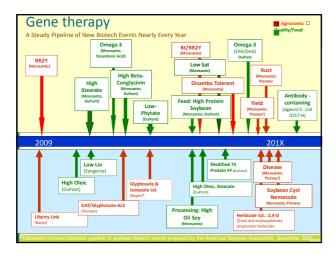




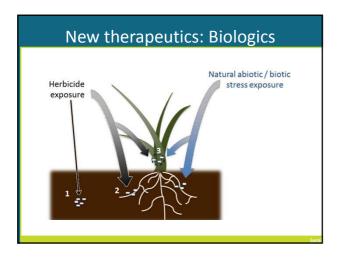


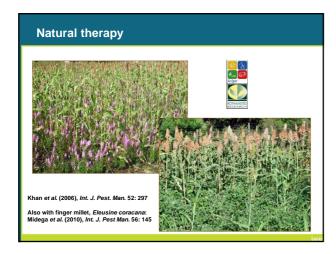
## The black-grass resistance initiative; a new way of working

- By integrating the best science with knowledge exchange with the farming sector
- An approach to making better use of what we have
  loft.
- The pressure on reducing our dependence on synthetic pesticides will continue
- Drawing on parallels with developments in human healthcare What next ?



# Prevention • Where applied at a national level has proven successful in exclusion of exotics • Can more be done at regional/ farm level ?





## From Crop Protection to Crop Health

- No magic bullets but plenty of options in more integrated solutions
- Fast track innovation between end users and researchers
- Better uptake of new technologies







