LIVING WITH IPM AN INDEPENDENT AGRONOMISTS PERSPECTIVE

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WHY DOES IT MATTER?

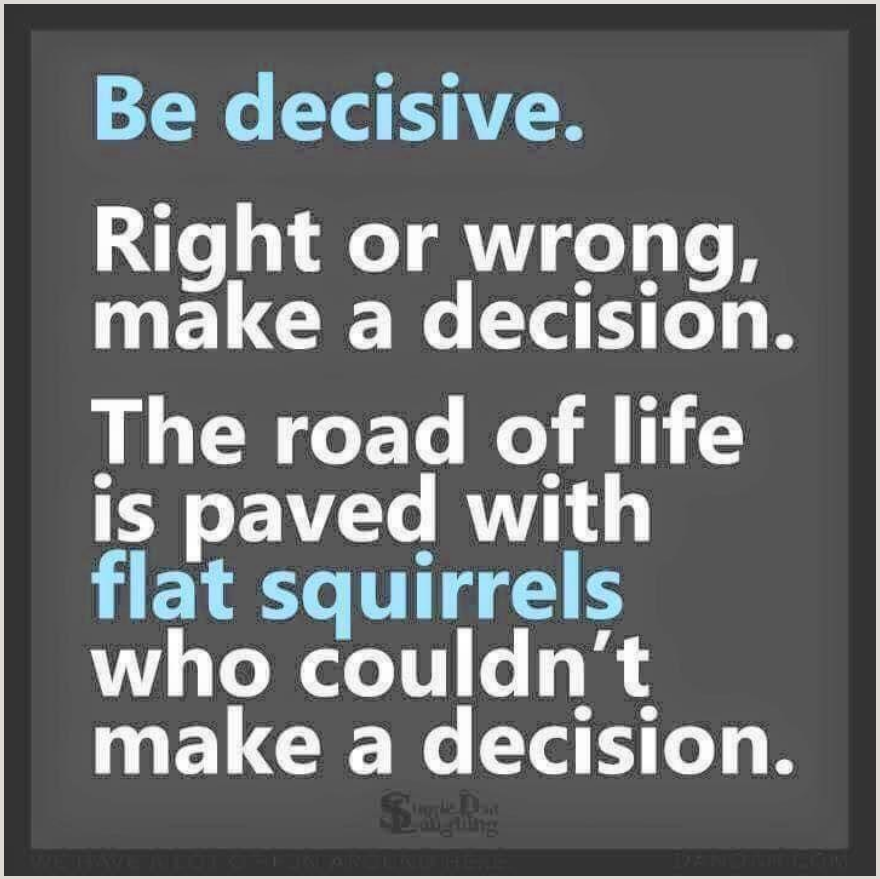
CURRENT SITUATION

- Every recommendation I currently make carries no economic benefit to me personally
- A distributor agronomist has a financial gain from every product he recommends
- Both scenarios do not reflect the level of advice or the use of IPM
- The French Government of proposed only the first option should be used in food production
- The first discussions have started in the UK for this scenario

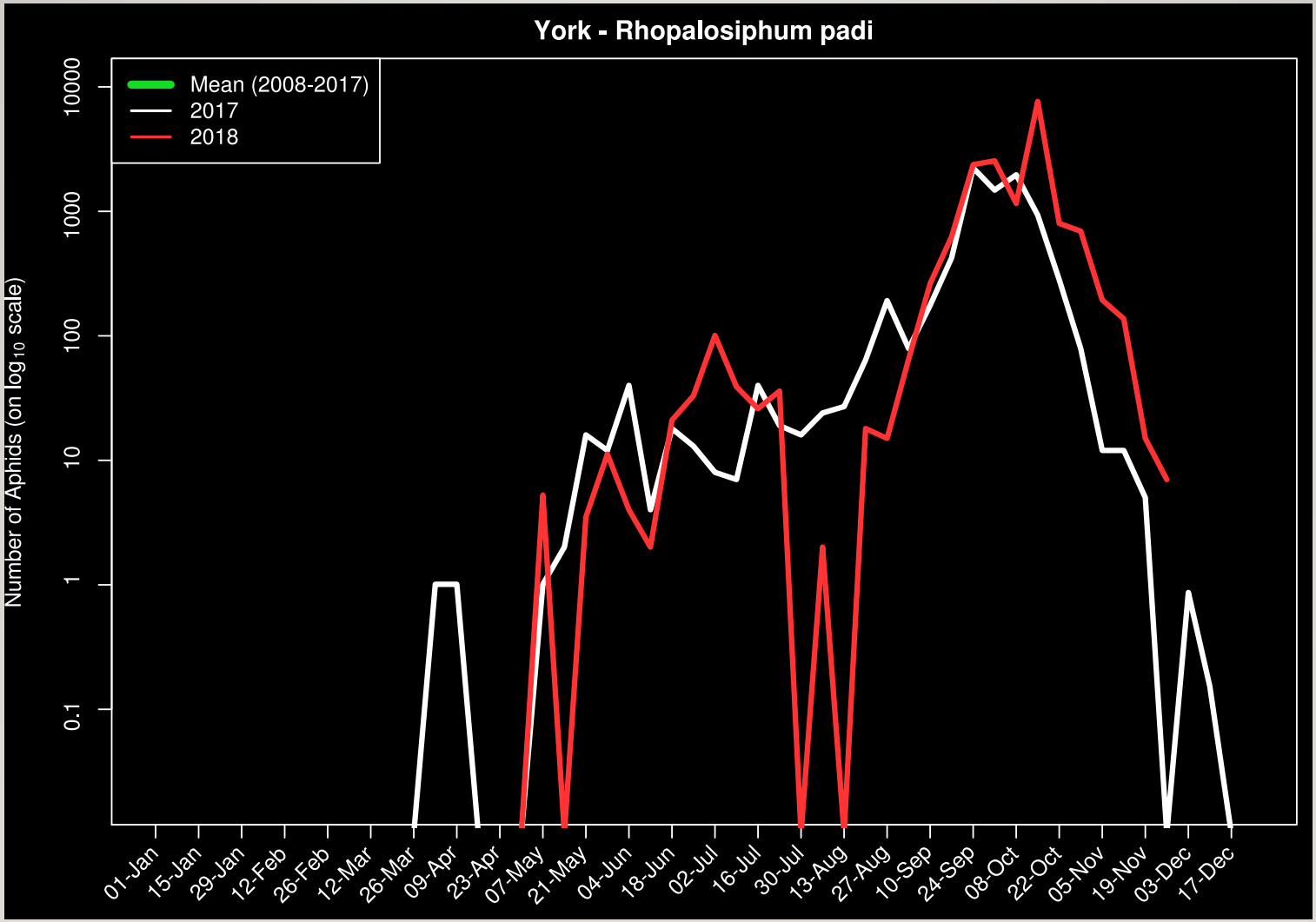
EACH SPRAY RECOMMENDATION MADE IS A PARTIAL BUDGET

- *C* = cost of control
- *V* = value of the commodity
- *I* = injury (e.g. defoliation or damaged fruit) based on a given density of insects/disease
- *D* = economic damage (e.g. kilos lost or quality discount) caused by a given level of injury
- *K* = proportion of reduction in injury resulting from a control measure (usually the proportion of the insect population that is killed, or "percent control")
- Economic Injury Level = C / (V D I K)

WHAT IPM DO I CURRENTLY USE TO HELP MY DECISION MAKING PROCESS?



Rothamsted aphid trapping



Bruchid cast

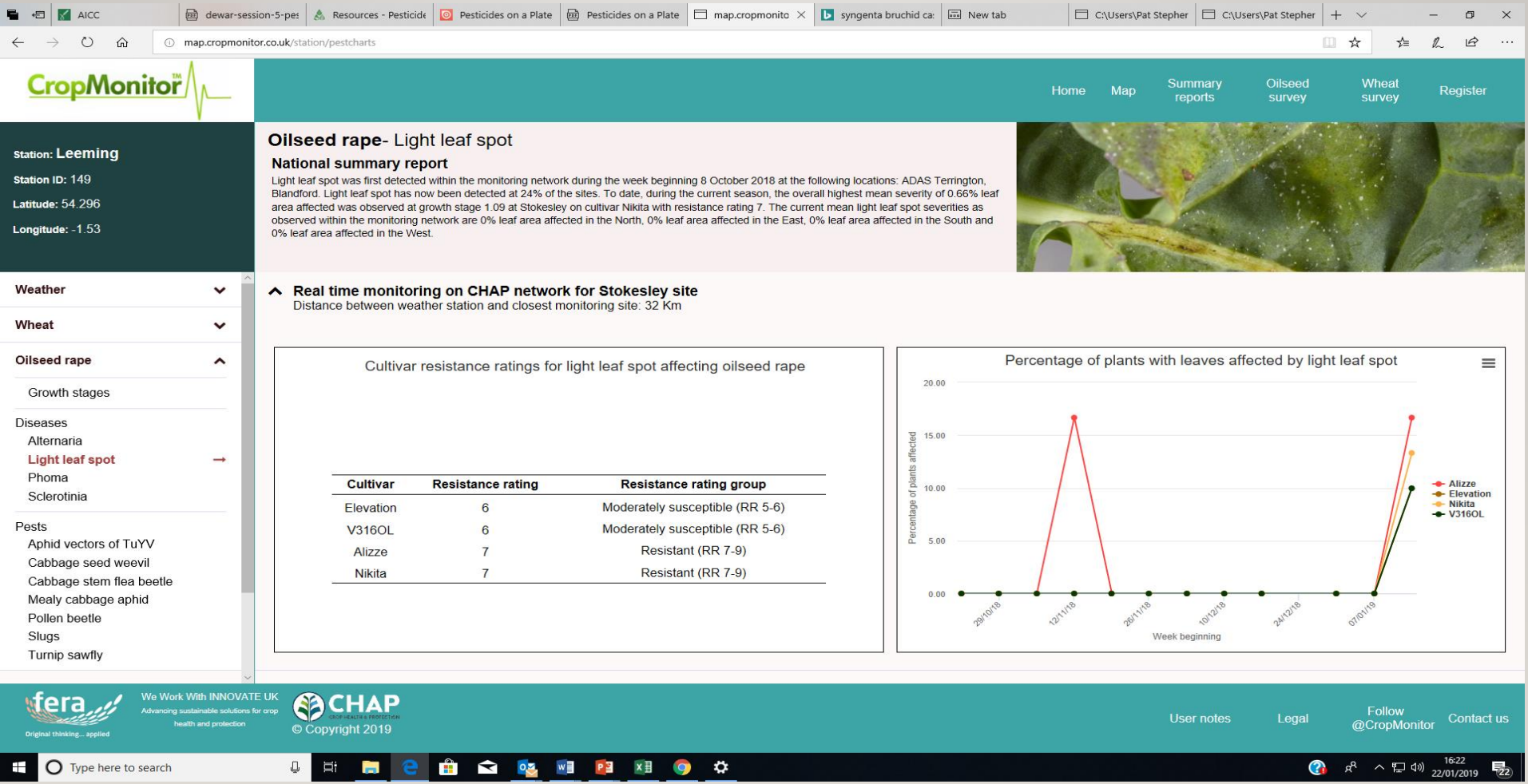
SCLEROTINIA MONITORING

NIAB/AHDB RECOMMENDED LISTS

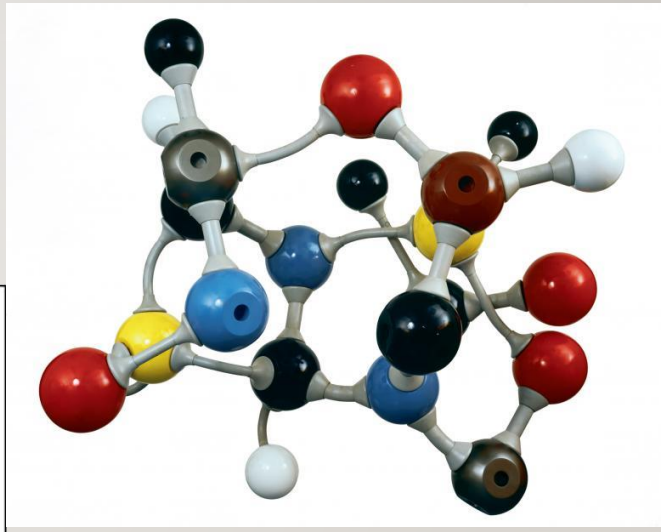
		BASED ON RL unbal
		Yield response
Very High	Myriad	3.85
	Leeds	3.45
	KWS Barrel	3.26
	JB Diego	3.19
	KWS Lili	3.16
High	Zulu	2.92
	KWS Jackal	2.87
	KWS Basset	2.86
	RGT Gravity	2.73
	Viscount	2.69
	LG Detroit	2.63
	Elation	2.62
	Crusoe	2.54
	KWS Kerrin	2.51
Medium	LG Skyscraper	2.49
	KWS Trinity	2.39
	Shabras	2.39
	LG Spotlight	2.38
	Evolution	2.29
	Elicit	2.10
	Gleam	2.10
	Skyfall	2.04
	Costello	2.01
Low	Bennington	1.99
	Revelation	1.97
	KWS Crispin	1.97
	KWS Siskin	1.89
	KWS Firefly	1.82
	LG Motown	1.78
	LG Sundance	1.75
	Dunston	1.64
	KWS Zyatt	1.62
	Graham	1.61
	RGT Illustrious	1.61
Very low	KWS Extase	0.69

LIGHT LEAF SPOT

CROPMONITOR

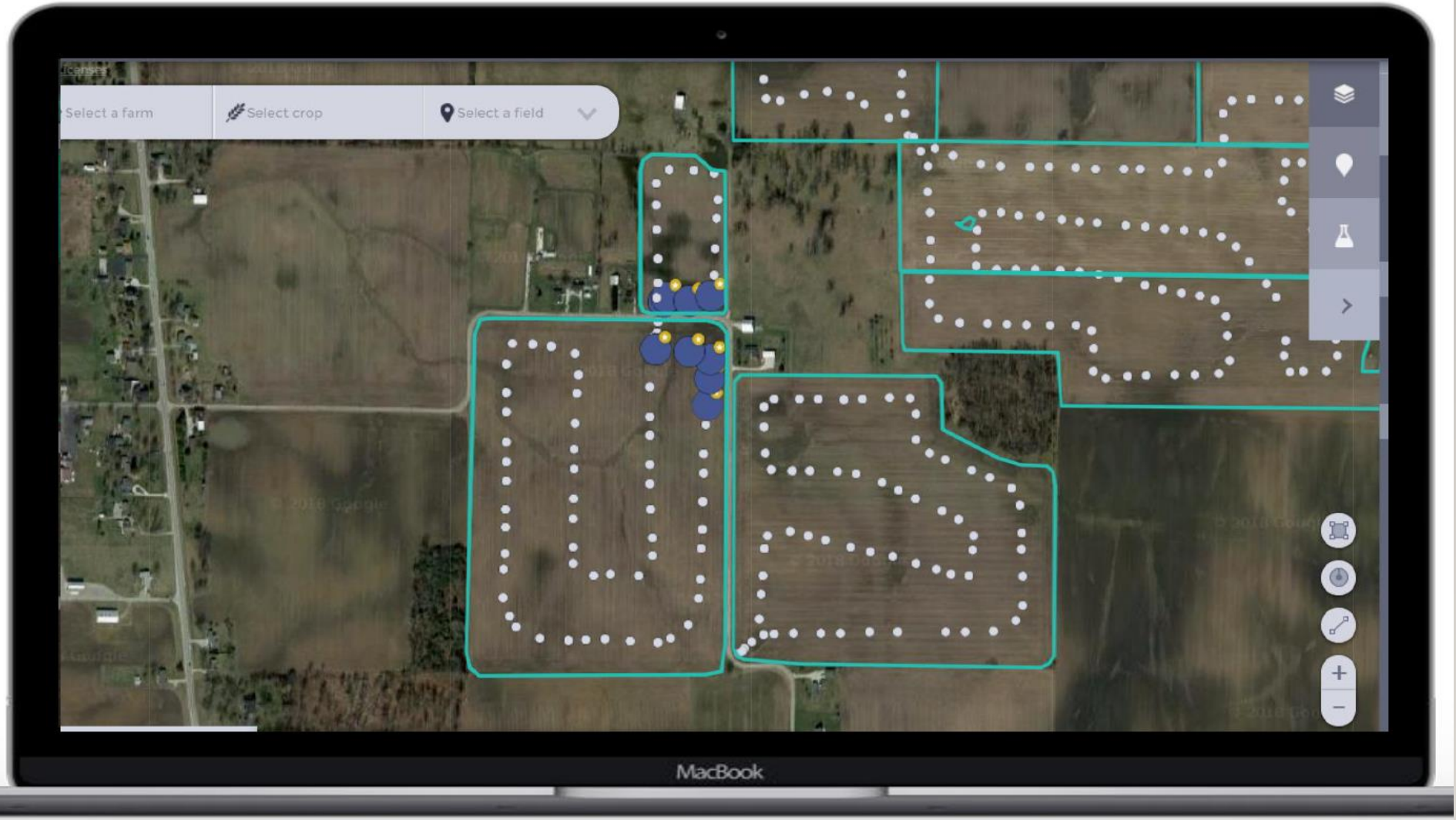


WE PRACTICE IPM WIDELY ALTHOUGH THIS HAS BEEN FROM A CHEMICAL BASE

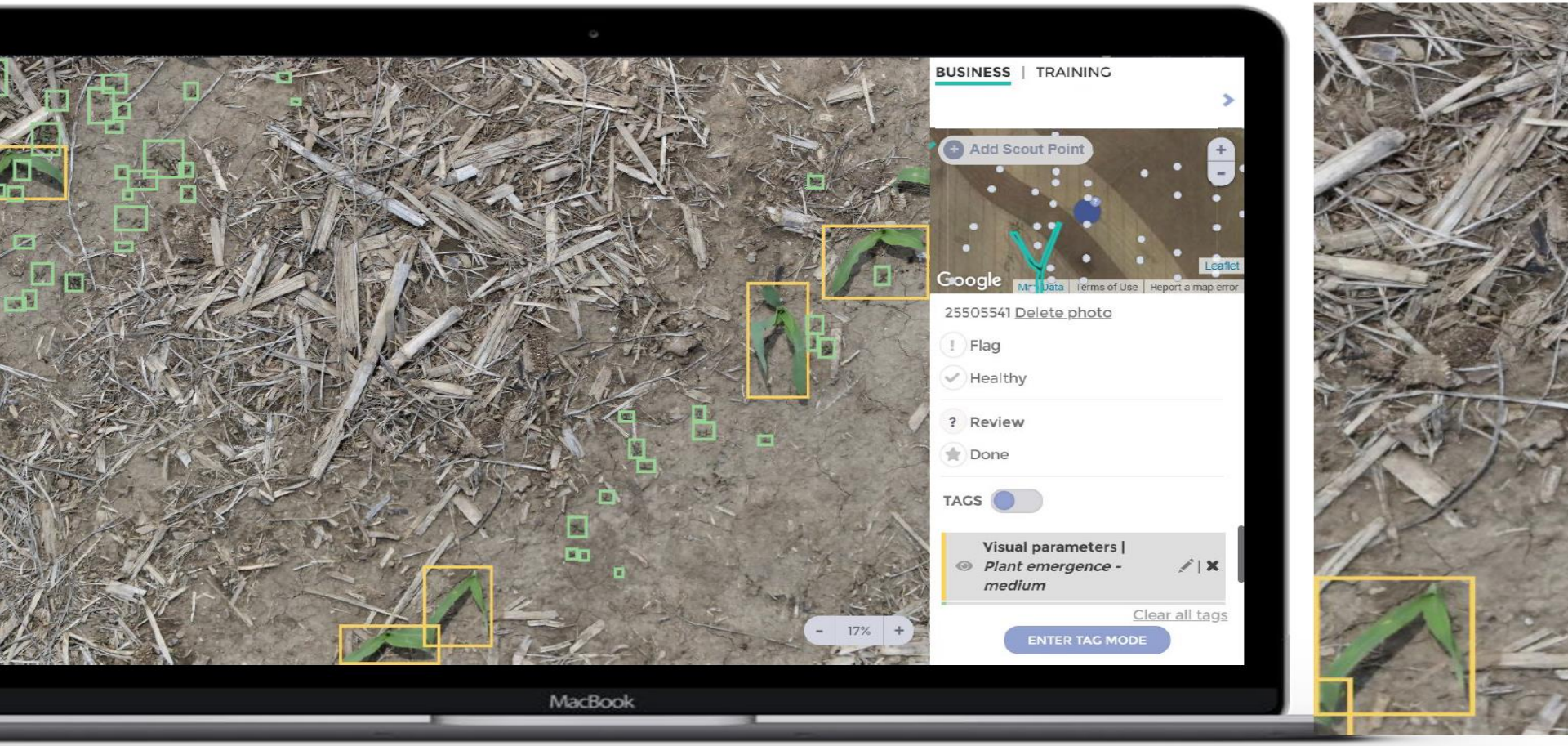


THE FUTURE

Mavrx Imaging Network


Select a farm
Select crop
Select a field
MacBook

em & Weeds


BUSINESS | TRAINING
Add Scout Point
Google
Leaflet
Map Data | Terms of Use | Report a map error
25505541 Delete photo
Flag
Healthy
Review
Done
TAGS
Visual parameters |
Plant emergence - medium
Clear all tags
ENTER TAG MODE
17%
MacBook

IS THIS IPM?

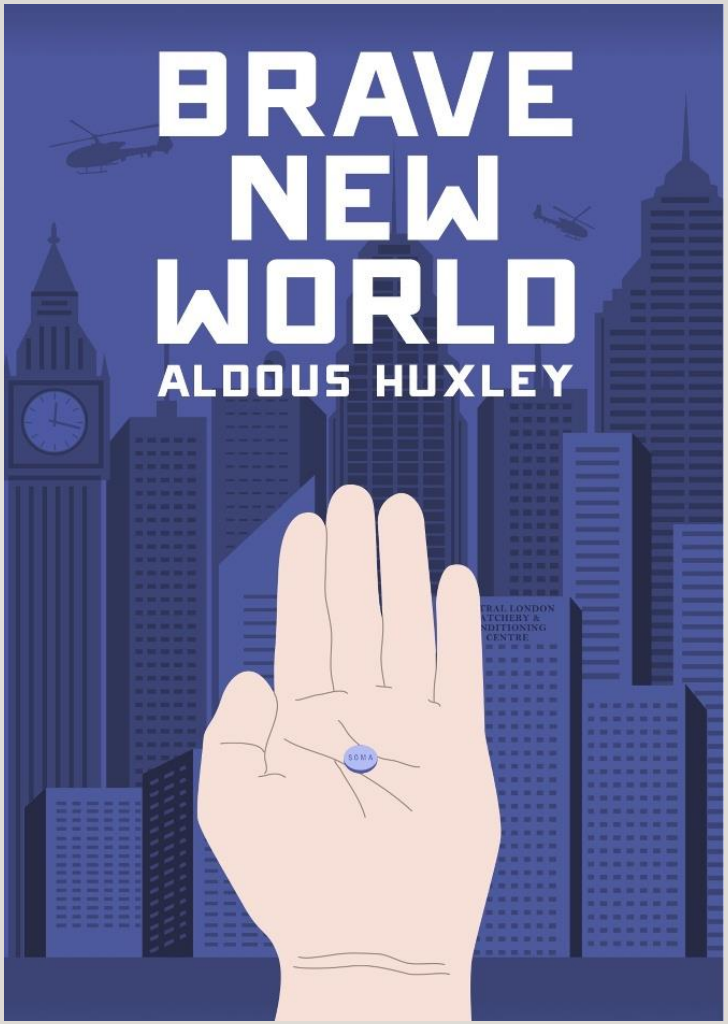
Drone flight with a high resolution image every acre.

Plant populations, early weed detection, insect and disease detection.

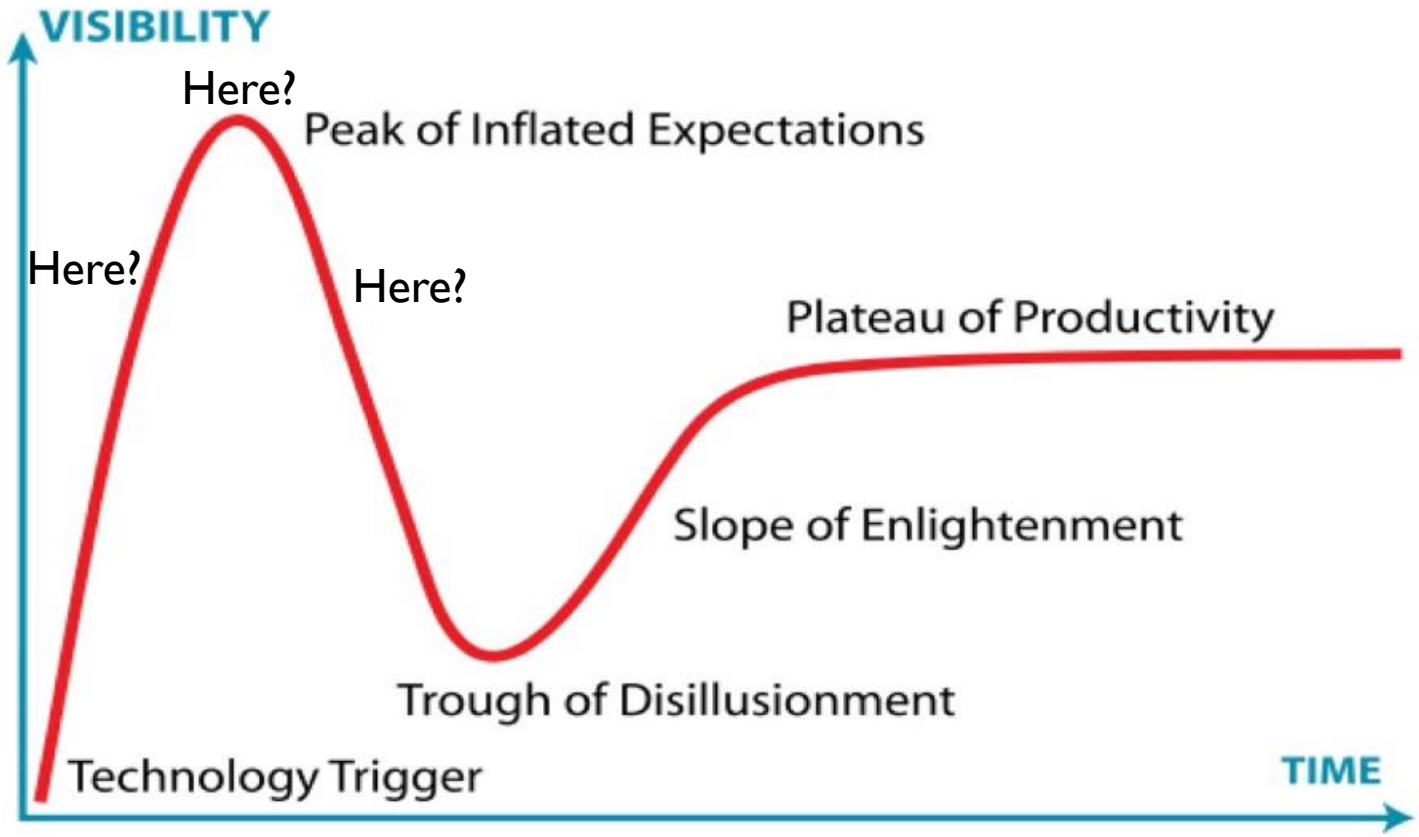
AT A PRICE

On- Demand Grid Imagery

IN REALITY WHERE ARE WE?



Gartner Hype Cycle



WHAT DO I THINK WILL SURVIVE THE PEAK OF INFLATED EXPECTATIONS?

- Disease prediction platforms
- Bio stimulants
- Agro-chemicals
- High Input farming
- Bi-Cropping

THERE IS NO TOMORROW WITHOUT IPM

- Diminishing portfolio of products
- Increasing resistance
- Public acceptability
- Government accountability

If you can dream it, you can do it. Best wishes for your bright future
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