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The fourth 'P' of sustainable agriculture

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Guy Elitzur, chief executive officer of STK Stockton, will be a featured speaker at the upcoming Chemical Industry Regulations Conference in Nice, France, Sept. 5-7. His presentation, "The 4th 'P' of Sustainable Agriculture," will kick off the Biopesticides Session on Sept. 6.

The "3 'P's" for achieving sustainable agriculture are known as people, prosperity and planet, but Elitzur will introduce the 4th P — perpetuity — the need for perpetual production of food in sustainable agriculture programs. The need for continuity in the food chain is a must, according to Elitzur, and moving from a toxic pesticides system to a healthier, zero residues, biological-based system is a process that requires some bridging solutions.

STK practices the 4th P by launching its first-ever hybrid product REGEV, which combines plant extract biologic formulation with chemical pesticides to create a highly effective pre-mixed product, thus reducing chemical residues and managing resistance, while at the same time, eliminating the need for mixing or rotating.

The hybrid technology allows more farmers to adopt biological solutions and integrate these into their spraying programs. This breakthrough product by STK represents a bridge between the current chemical programs into a future, where healthier fully-biological programs will be implemented. The hybrids will also introduce biological food protection formulations to row crop growers who are currently less exposed to these products. The new hybrids will be integrated into spraying programs where biologics are currently not in use. In this manner, hybrids will assist in the continuity of food production, while helping growers to evolve toward healthier and safer solutions.

Within the past year, STK has expanded its geographic rollouts of its Timorex Gold plant extract-

based biofungicide into the United States, China, New Zealand and Brazil.

In anticipation of his upcoming presentation, Elitzur commented, "I look forward to presenting the 4th P of Sustainable Agriculture and meeting potential new partners at the upcoming conference in Nice."

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