

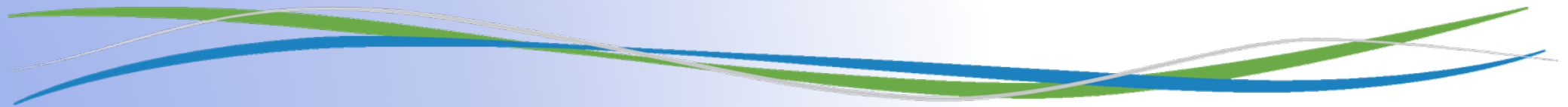
BioAg World

CONGRESS

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BioAg Commercialization and Adaptability Challenges

Daren Coppock, Session Chair
President & Chief Executive Officer
Agricultural Retailers Association

Current State of Adoption

- United States

- Most biological products (92%) are used in conjunction with conventional products. Only 8% have completely replaced conventional products.
- 99% of survey responders plan to increase or maintain their use of biological products in 2021.

- *Source: CropLife® Magazine survey, January 2021*

- Global

- Biocontrols: \$6B market in 2021 on its way to \$10B in 2025
- Biostimulants: \$2.5B market in 2021 headed to almost \$4B in 2025

- *Source: DunhamTrimmer, courtesy of BPIA (2019)*

What's Holding Adoption Back?