



**Ulrich Kuhlmann**

Executive Director, Global Operations  
Introduction to CABI and the Portal;  
business sustainability model



**Emma Jenner**

Strategic Planning and Operations Manager  
Tour of the Portal



**Sarah Fleming**

Learning Designer  
Bioprotection E-Learning course



**Fleur Fenijn**

Programme Support Officer  
Promoting Portal uptake



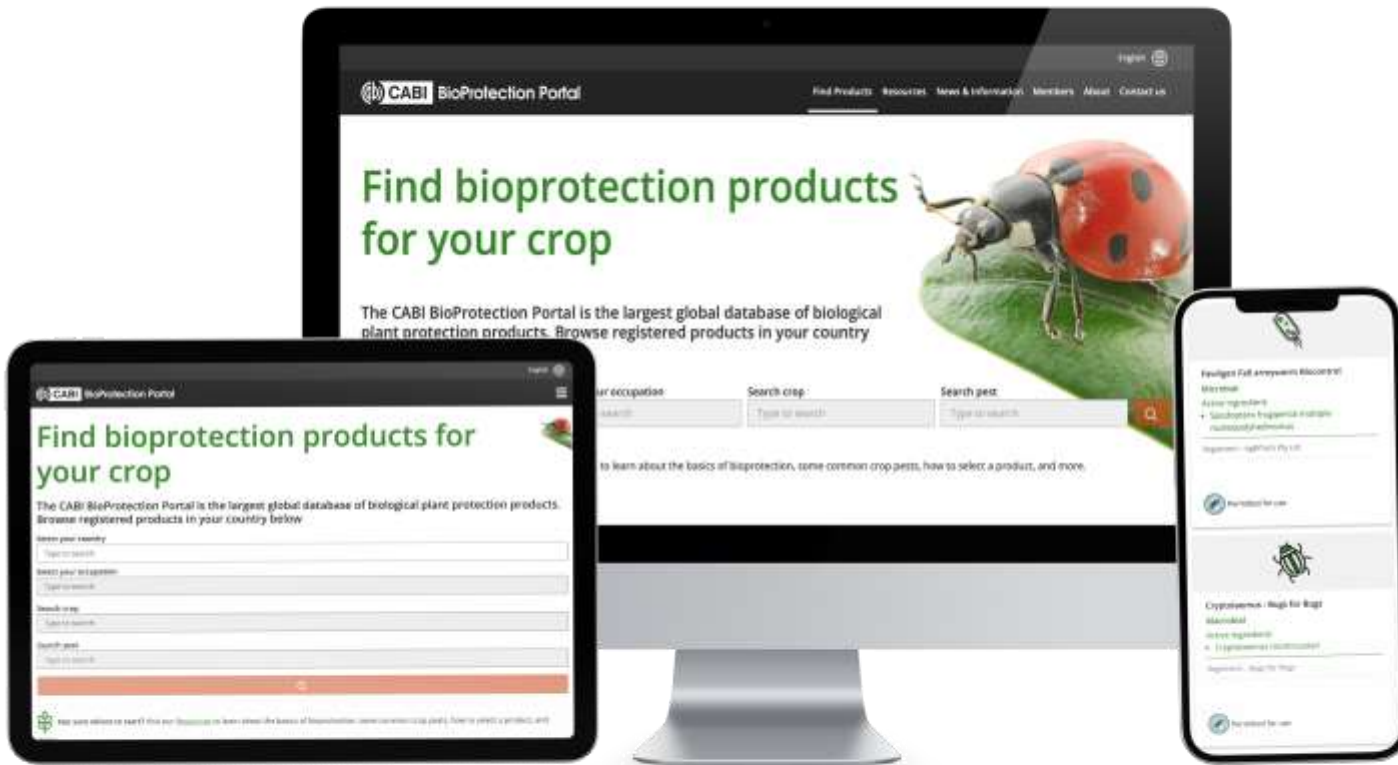
**Steve Edgington**

Biopesticides Team Leader UK  
Data management system overview



**Frankie Downs**

Programme Support Officer  
User analytics and market reports



[www.bioprotectionportal.com](http://www.bioprotectionportal.com)

# Introducing CABI and the CABI BioProtection Portal

# CABI in brief

**Not-for-profit** intergovernmental organization, established by a United Nations treaty-level agreement

Owned by **49 Member Countries** which have an equal role in the organization's governance, policies and strategic direction

**Global reach** – 450+ staff across more than 11 major operations worldwide

Addresses issues of global concern such as food security and food safety through **research and international development cooperation**

**Major publisher of scientific information** – books, ebooks, digital learning, compendia and online information resources

# Our member countries



Afghanistan



Anguilla



Australia



Bahamas



Bangladesh



Barbados



Bermuda



Botswana



British Virgin Islands



Brunei Darussalam



Burundi



Canada



Chile



China



Colombia



Cote d'Ivoire



DPR Korea



Ethiopia



Gambia



Ghana



Grenada



Guyana



India



Jamaica



Kenya



Malawi



Malaysia



Mauritius



Montserrat



Myanmar



Nigeria



Pakistan



Papua New Guinea



Philippines



Rwanda



Sierra Leone



Solomon Islands



South Africa



Sri Lanka



St Helena\*



Switzerland



Tanzania



The Netherlands



Trinidad & Tobago



Uganda



United Kingdom



Vietnam

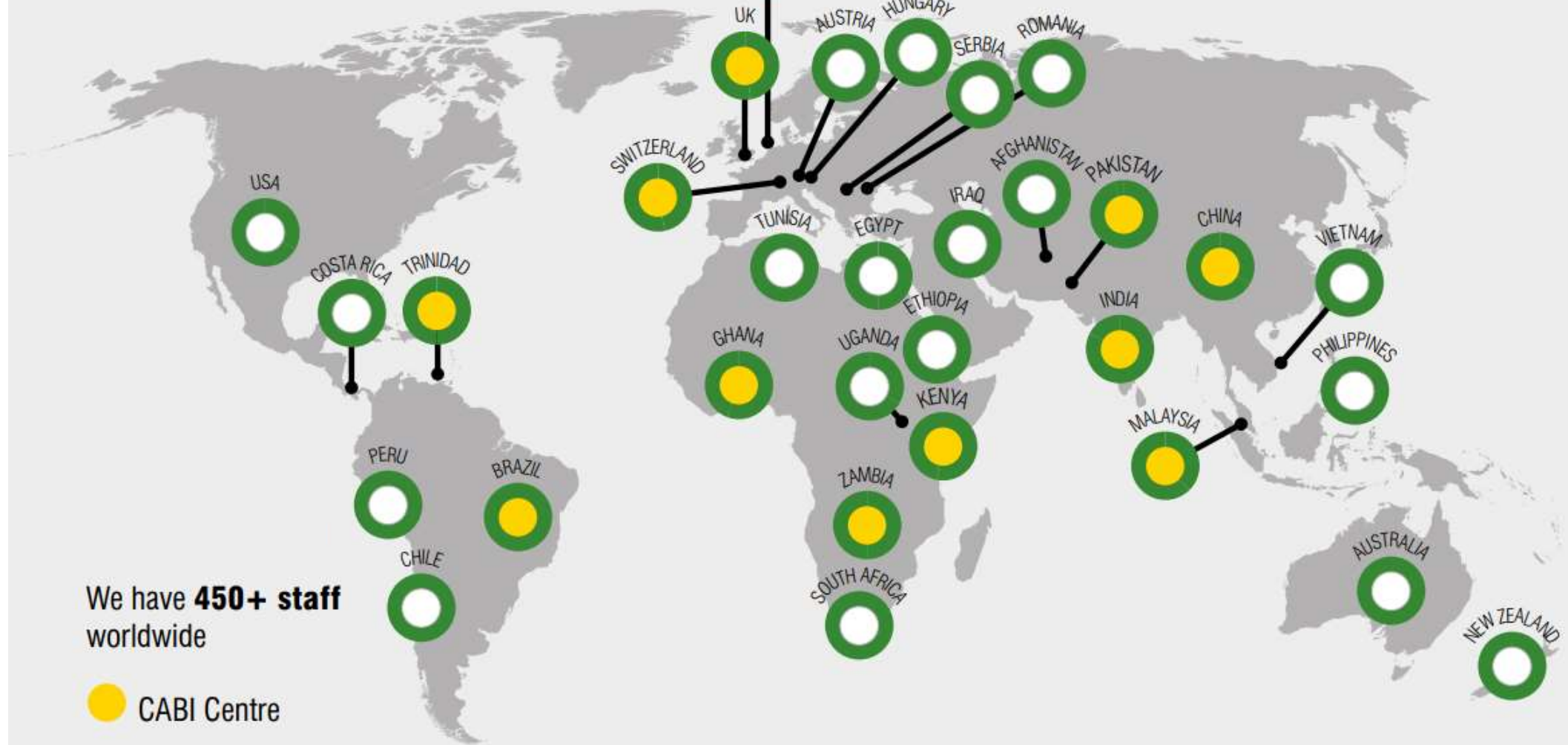


Zambia



Zimbabwe

# Our Reach



We have **450+** staff worldwide

 CABI Centre



# Who is CABI?

CABI is tackling the biggest challenges facing humanity – **hunger, poverty, gender inequality, climate change** and the **loss of biodiversity**.

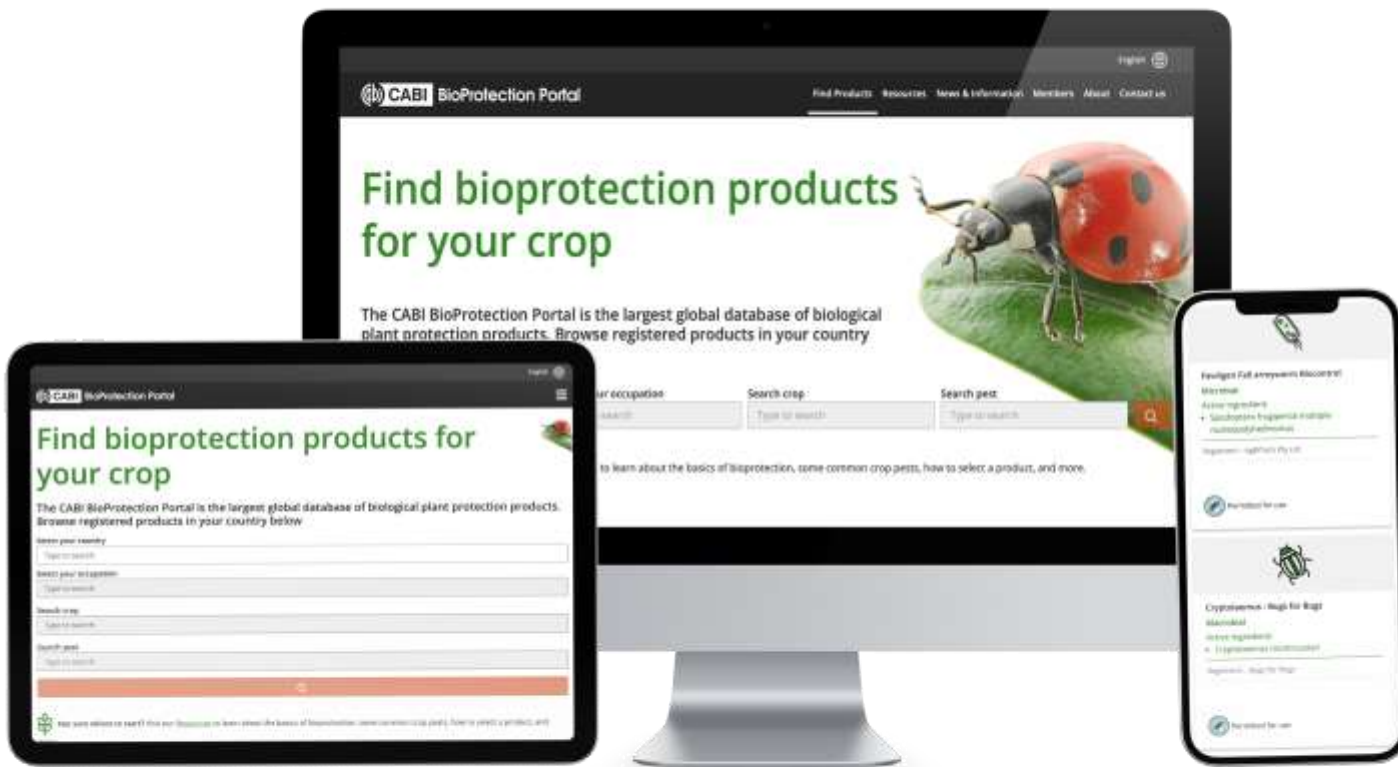
Our vision is for a world where the sharing of agricultural and environmental knowledge empowers people and protects the planet, while fulfilling our mission to:

**“Improve people’s lives worldwide by providing information and scientific expertise to solve problems in agriculture and the environment”**



# Why is CABI Bioprotection Portal needed?

- The biocontrol market is growing, but lack of knowledge is hindering widespread adoption – the Portal aims to bridge this gap
- By providing valuable information and resources to growers and agricultural service providers, it fosters the understanding and adoption of sustainable alternatives to chemical pesticides
- The Portal supports the transition towards sustainable agricultural practices by promoting the use of biological solutions, which contribute to the preservation of soil health and biodiversity
- Access to up-to-date regulatory information on the portal helps farmers and advisors ensure compliance with local and international pesticide regulations, and potentially helps them enter new markets



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# Tour of the Portal



# Your chance to win a CABI Swiss Army Knife!

- Listen carefully to the next presentations
- Fill in your name, email and company on the quiz sheet in front of you
- Look at the task presented
- Answer the first 3 questions
- Wait for further instructions....

## CABI BioProtection Portal Quiz

Enter for a chance to win a CABI Swiss Army Knife!

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Company: \_\_\_\_\_



Task:

1. On your smartphone, go to the CABI BioProtection Portal:

<https://bioprotectionportal.com/>



2. Search the Portal in Kenya for Fall Armyworm on Maize

What is the name of the partner product available?

\_\_\_\_\_

What is the name of one non-partner product available?

\_\_\_\_\_

Feedback for the Portal?

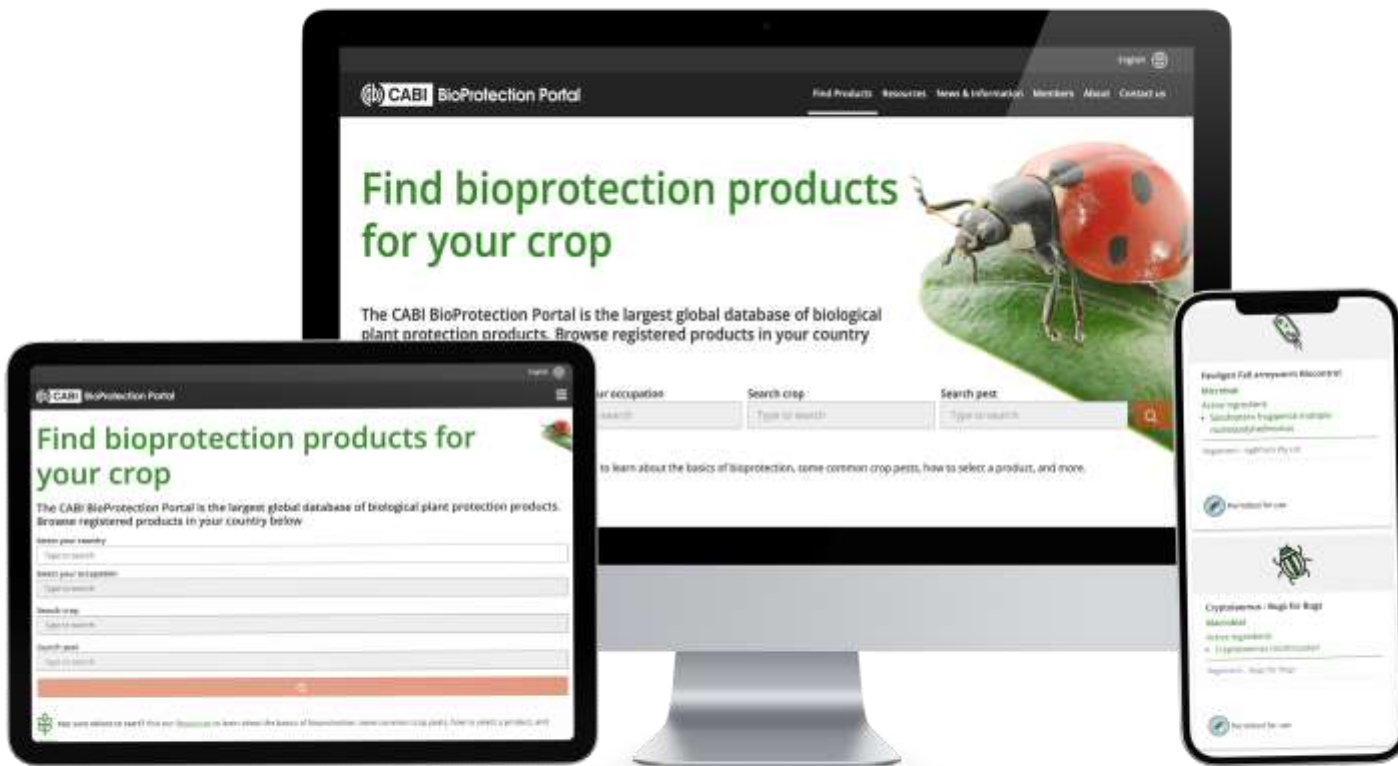
\_\_\_\_\_

\_\_\_\_\_

Ideas for increasing user uptake?

\_\_\_\_\_

\_\_\_\_\_



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# The Data Management System - Product Data



**Product data team, based in UK and Switzerland**

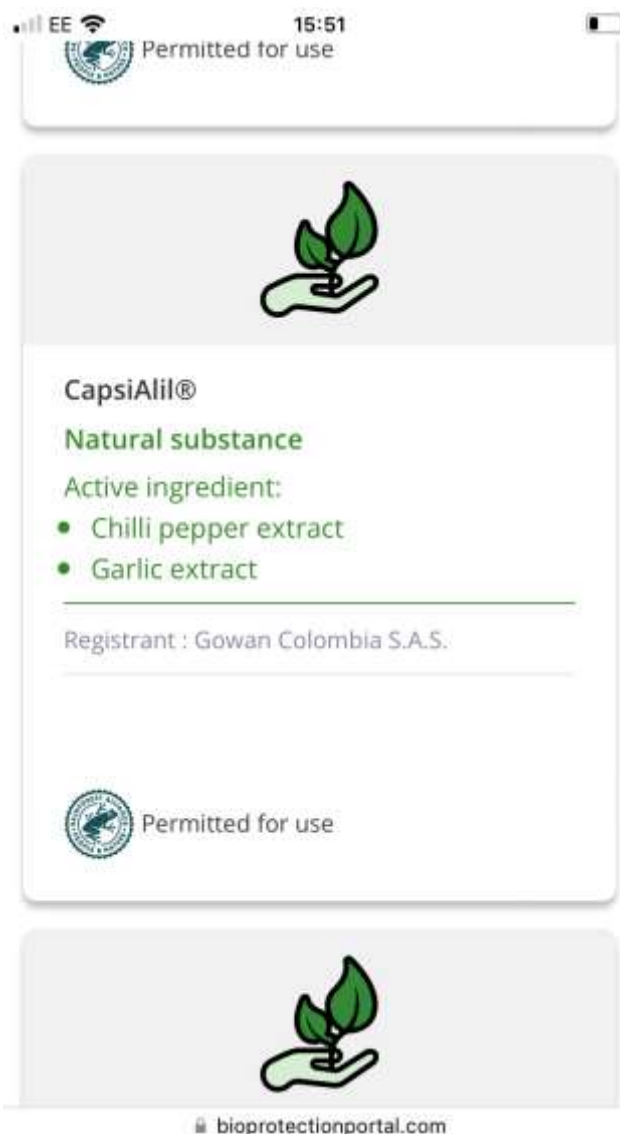
**Our responsibility is to ensure the product data is accurate and up to date**

**We liaise with each national authority to obtain permissions to publish their data**

**We then build and manage the data in CABI's Data Management System and then deliver it onto the portal**

**And implement processes of data updates and maintenance**

**Some of the above is automated but a significant amount is manual curation of the data**



**We are adding Biopesticide PPPs and IBCAs (+25B, EAMU, parallels)**

**We work with our network of associates, organisations, IBMA to help split chemical vs biological PPPs**

**As we build the data sets we keep aware that the data must be accurate but also user-friendly for growers and advisors**

**Data updates range from every 2-months up to every 12-months, depending on government source; with ongoing investigations on automatic updates (for some countries)**

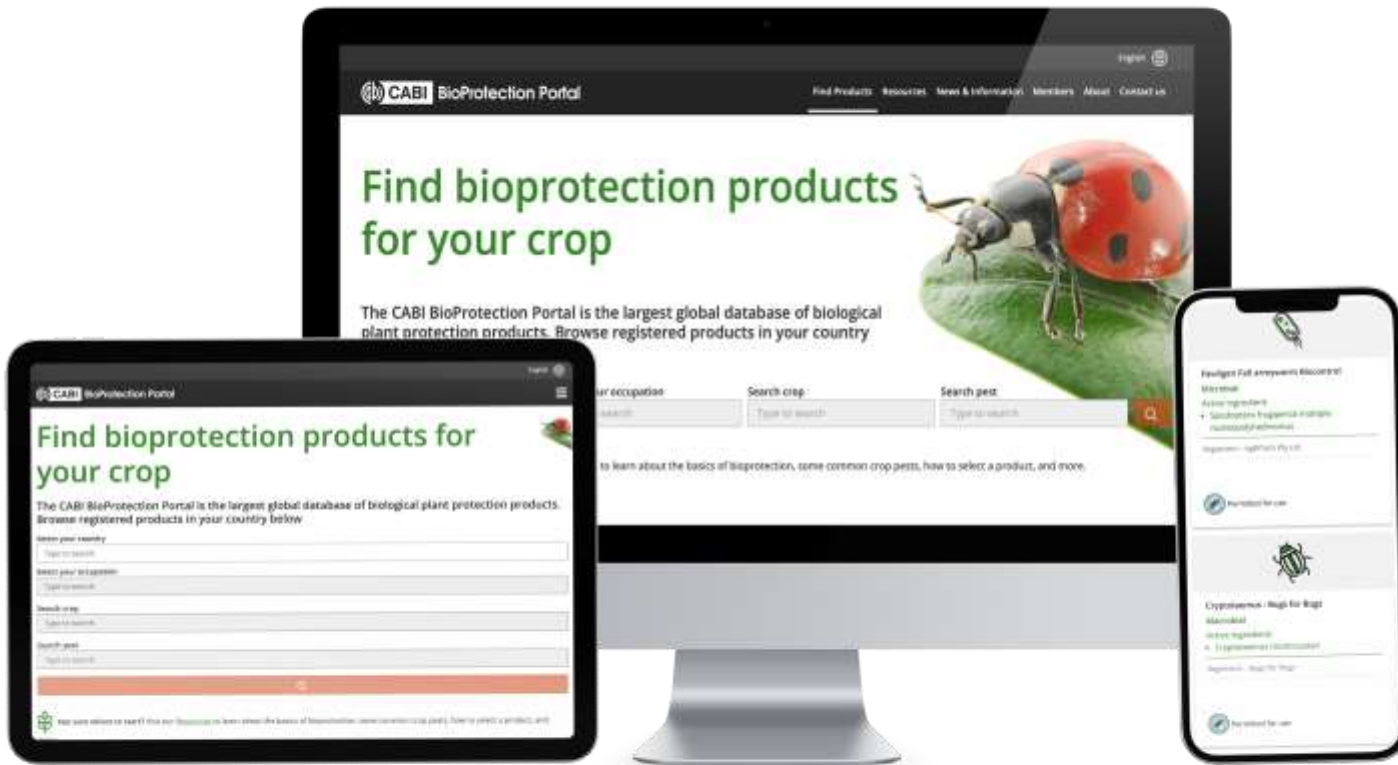
**We rely on industry and our portal partners to ensure their data on the portal is accurate – we rely on your support!**



**We presently have a product search engine for 42 countries, including USA, Spain, UK, Germany, France, Brazil, Canada, Mexico, Australia and New Zealand. Each month we add another country – upcoming The Philippines, Egypt, The Netherlands.**

**Over 5000 products listed, 1000+ registration holders, 2000 + crops, 7000+ pests/diseases**

Country	microbes	natural substances	semiochemicals	IBCA*s*
USA	250	234	51	105
Brazil	225	25	43	57
Spain	80	47	220	293
Germany	51	89	10	102
UK	55	71	4	145
Canada	129	82	17	170
India	395			
Chile	62	29	28	66
Kenya	50	34	10	27



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# Market Insights Reports Data Pools, Data Points and Big Opportunities

# What type of data is being collected (DMS)

At the country level, in the local language as well as English

## For all products:

- Registrant name and registration number
- Active ingredient
- Commercial name of product & local name
- Manufacturer
- Crop-Pest information

## For partner products:

- Safety datasheet, factsheet & product label
- Distributor details (if provided by the manufacturer/partner)

If partners provide further information for data enhancements, these are included on the Product Search App (live website).

See list on following slide

# Enhanced data for Partners

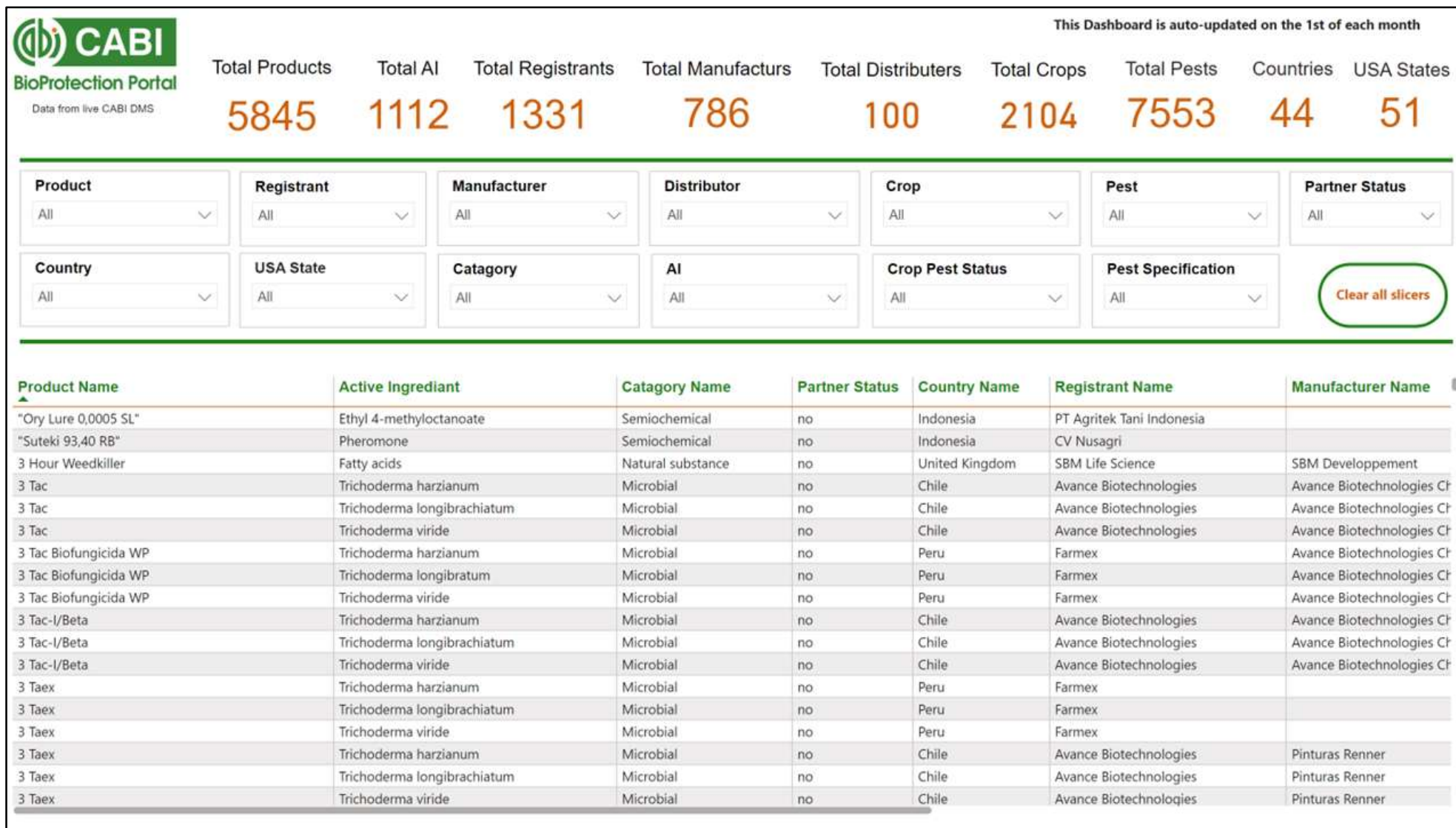
- Storage requirements
- Shelf Life
- Restrictions
- Pre-harvest interval
- PPE Requirements
- Packet sizes
- Minor use
- Formulation
- For larvae
- Entry interval
- Concentration
- Application Info
- Pest and crop specifications



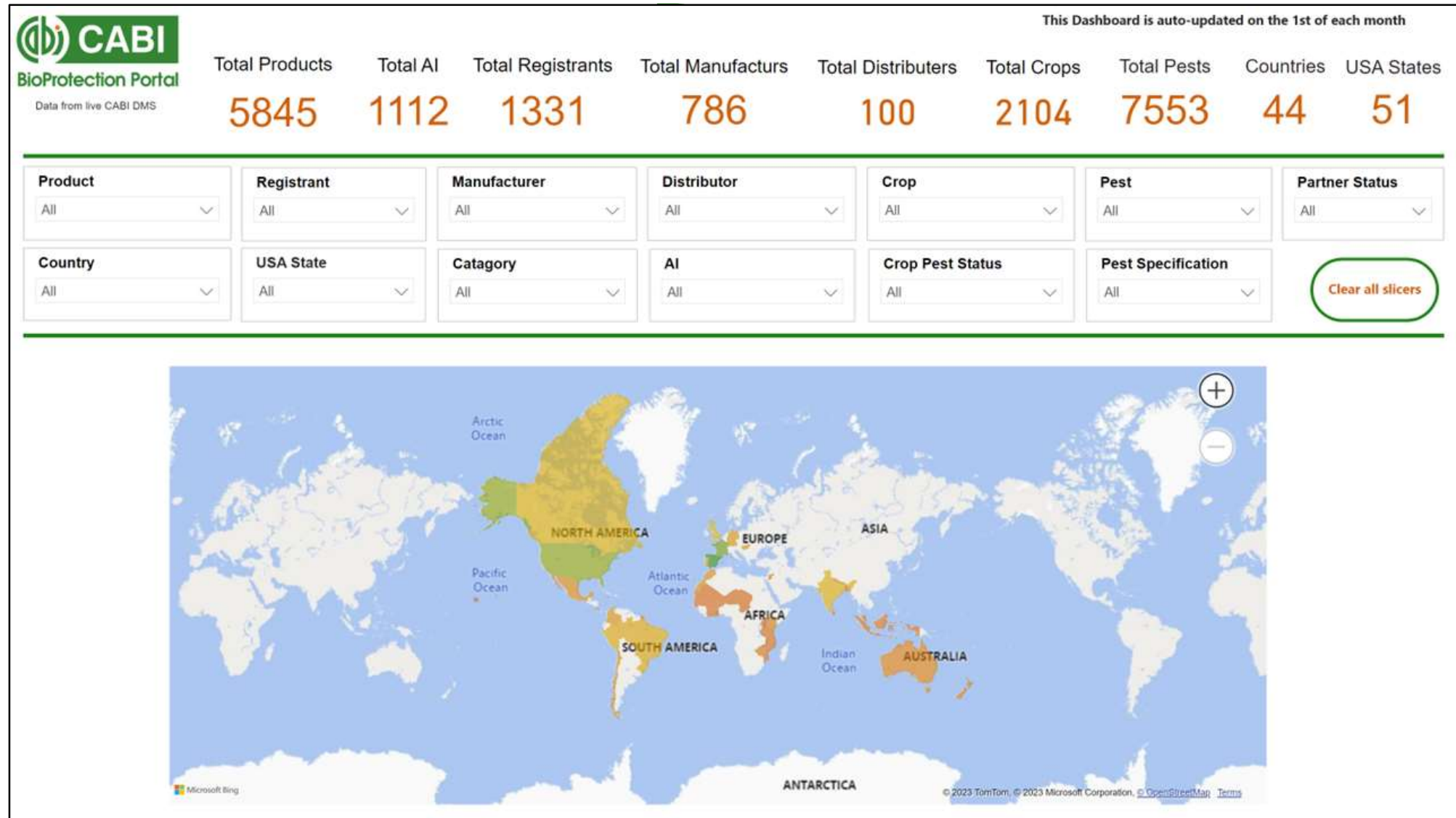
# Questions that could be answered by **DMS Data**

- How many Products? Countries? Crops? Active Ingredients?
- What active ingredient(s) are used across products most?
- What is the distribution of Company X Products by Category? Or Country?
- Where is the spread of Active Ingredients across all Company X Products?
- What is the Registrant X or Manufacture Y's Product Reach geographically?
- What Country(s) is a given product registered for use in (or not)?
- What are the PPE requirements in place for a given Product?
- What is the geographical distribution of a Product or Active Ingredient?
- Are there gaps in Products for certain Crops or Pest combinations; does this vary by Country?
- How many products are registered for fall armyworm globally?
- How many active ingredients are registered for (pest-A) in (X-Country) or in other countries in the region?

# CABI Internal Dashboard example using DMS Data



# CABI Internal Dashboard example using DMS



# What type of data is collected (Google Analytics, Matomo)

- User Acquisition, i.e., where does traffic come from; Social, Google Search, etc
- Occupation of User performing a Search
- Website language selected by User
- All Search Data (Crop, Pest, Country, etc)
- Landing Page (i.e., start page) of all Sessions
- User Engagement rate
- Total Sessions, Page views, and Users over any timeframe
- Session Duration and average time on page
- Country, e.g., which country was the User in by IP
- Device of User (Desktop, Mobile, Tablet)
- Browser of User
- Day, hour, minute, second of usage.

Google Analytics, and other website usage tools, collected data about a user interactions on a website, e.g., making a search, looking at a page.

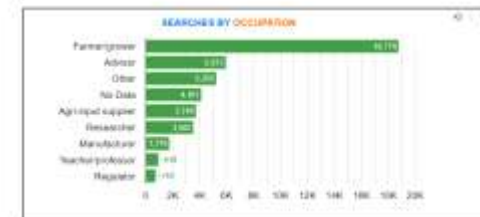
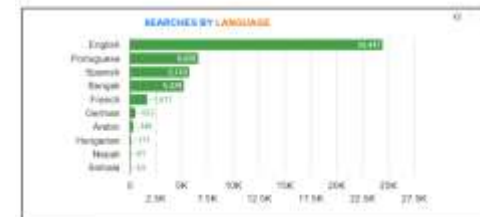
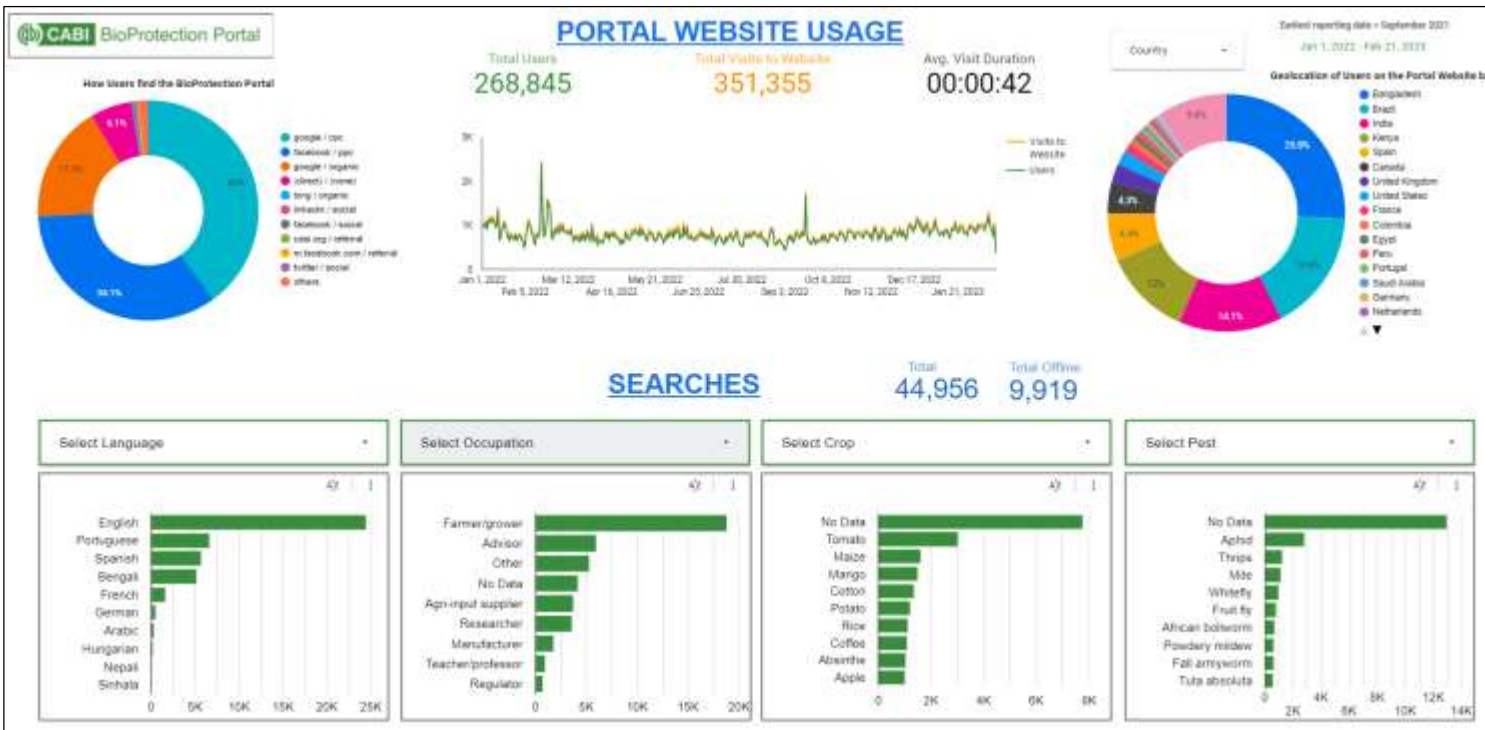
The image below, shows visually, how this collection process works in the Google ecosystem.



# Questions that could be answered by 'Website Usage Data'

- Search Data – what do Users search for and in what volume; which Crop, Pest?
- What Country do website Users come from, and which App version do they use?
- What Product is most clicked?
- What is the most prevalent User Group (Farmer, Agro Dealer, etc)
- Do people use the links from the Product Pages to view extra resources?
- What is the geographical distribution of a Product or Active Ingredient being viewed (User type, or referral path)?
- Which Products are viewed most over X timeframe vs X timeframe?
- What is the most Viewed Product in any given Country or group of countries?

# Example of Dashboards offering detailed website usage statistics (from Google or other web tracking tool) but suffer by being limited to website data only



Product Name	Product Register	Product Manufacturer	Product Category	Country of Origin	Active Ingredients
Abolition	400 Fungicides	400 Fungicides	Abolition	India	Propiconazole, Fenpropimorph
Agri-Protect	Agri-Protect	Agri-Protect	Agri-Protect	India	Propiconazole, Fenpropimorph
Abolition	400 Fungicides	400 Fungicides	Abolition	India	Propiconazole, Fenpropimorph
Abolition	400 Fungicides	400 Fungicides	Abolition	India	Propiconazole, Fenpropimorph
Abolition	400 Fungicides	400 Fungicides	Abolition	India	Propiconazole, Fenpropimorph
Abolition	400 Fungicides	400 Fungicides	Abolition	India	Propiconazole, Fenpropimorph
Abolition	400 Fungicides	400 Fungicides	Abolition	India	Propiconazole, Fenpropimorph
Abolition	400 Fungicides	400 Fungicides	Abolition	India	Propiconazole, Fenpropimorph
Abolition	400 Fungicides	400 Fungicides	Abolition	India	Propiconazole, Fenpropimorph
Abolition	400 Fungicides	400 Fungicides	Abolition	India	Propiconazole, Fenpropimorph



Our **Objective** is to provide **Partners** with a robust set of **Tools** that answer key questions only possible when *combining* DMS and Website Usage **data**...

### **Gap / Demand Analysis**

E.g., a high volume of website searches for a Crop / Pest Combination in a given Country(s) (GA Data) with a small number of effective products available (DMS Data).

### **Product Launch Analysis**

E.g., I need to see where there is a demonstrable demand for a Product in a given market (GA Data) and I also know there are only a small number of Registered products available to address (DMS Data)

### **Active Ingredient Analysis**

E.g., a high volume of Users searching for a Pest/Crop problem in a Country in which a suitable AI is not registered

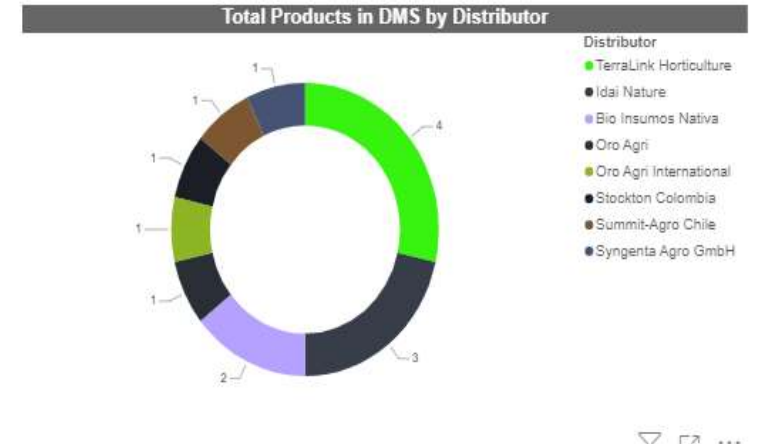
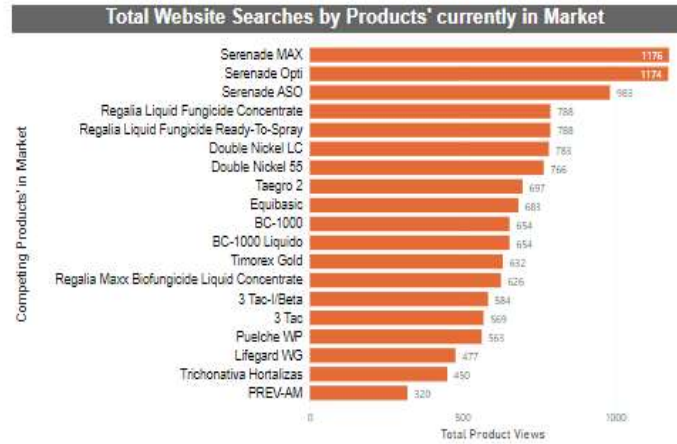
**The following slides give an early sneak peek of the Tools we are working on!**

## Product Launch Analysis Tool

1. **What is your Product's Target PEST?**  
Alternaria spp.
2. **What is your Product's Target CROP?**  
All
3. **Do you want to include / exclude any Geo Regions?**  
All

# Product Launch Analysis

## Usage Example 1



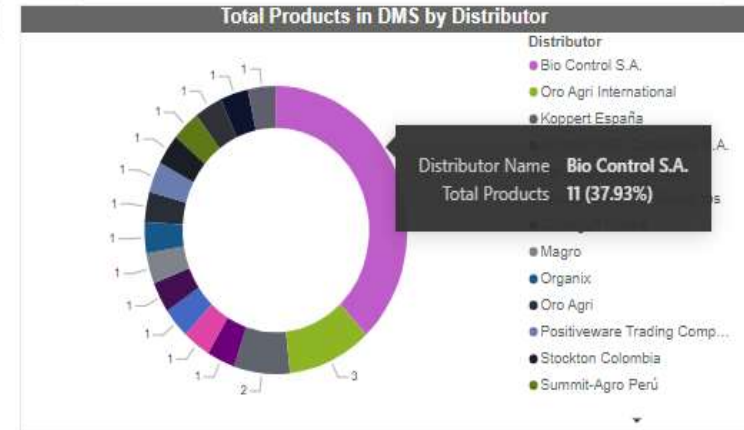


## Product Launch Analysis Tool

1. What is your Product's Target PEST?  
All
2. What is your Product's Target CROP?  
Banana  
bana  
Banana  
Shade bananas
- 3.

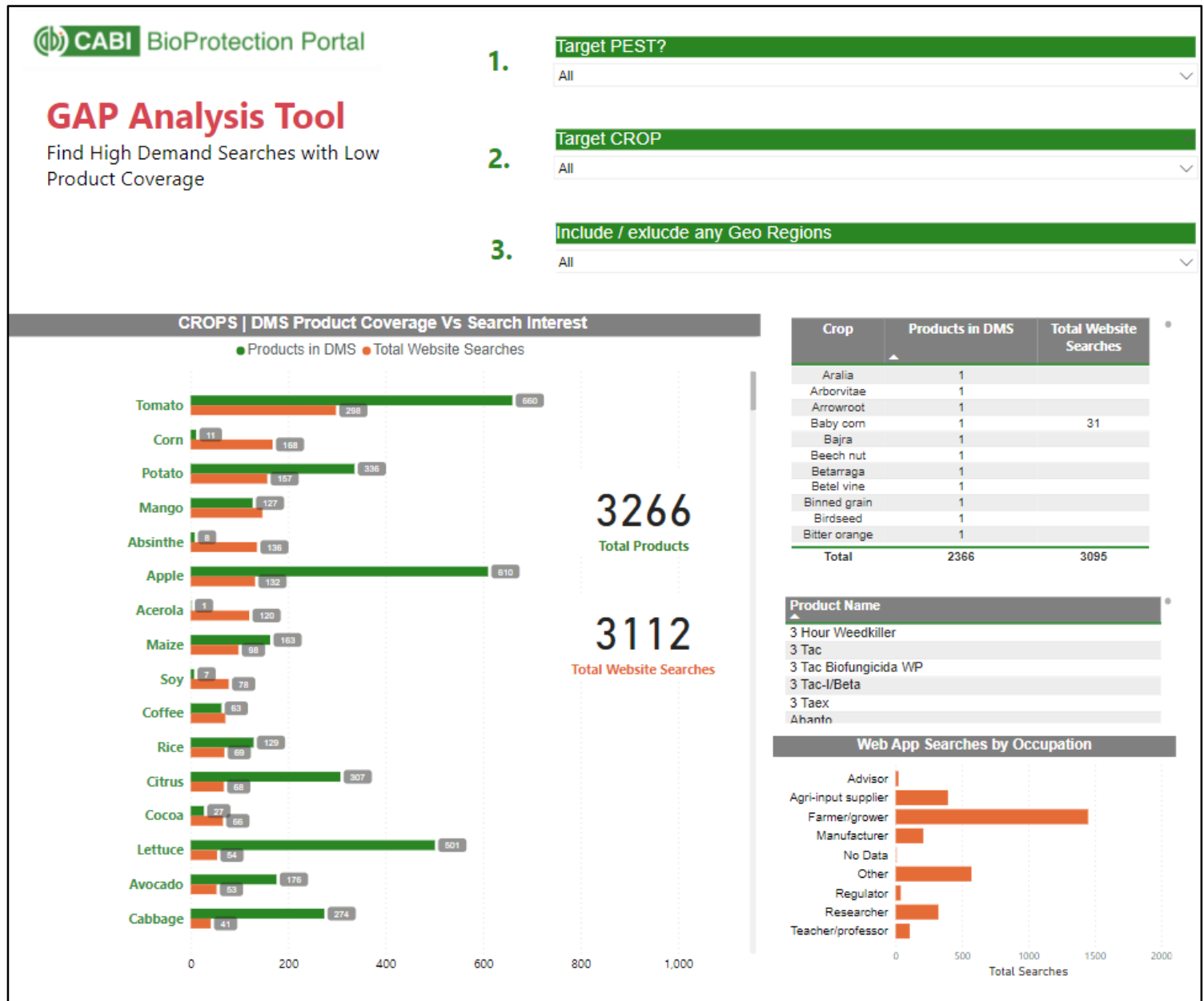
# Product Launch Analysis

## Usage Example 2



# Gap / Demand Analysis

## Usage Example 1



# Gap / Demand Analysis

## Usage Example 2

**CABI BioProtection Portal**

### GAP Analysis Tool

Find High Demand Searches with Low Product Coverage

- Target PEST?**  
Acarus siro
- Target CROP**  
All
- Include / exclude any Geo Regions**  
All

#### CROPS | DMS Product Coverage Vs Search Interest

● Products in DMS ● Total Website Searches

Crop	Products in DMS	Total Website Searches
Maize	1	98
Citrus	1	68
Lettuce	1	54
Grape	1	35
Strawberry	1	27
Banana	1	25
Cherry	1	19
All	1	17
Almond	1	16
Walnut	1	15
Garlic	1	12
Apricot	1	11
Cotton	1	11
Chard	1	10
Barley	1	8
Peach	1	8

**2**  
Total Products

**466**  
Total Website Searches

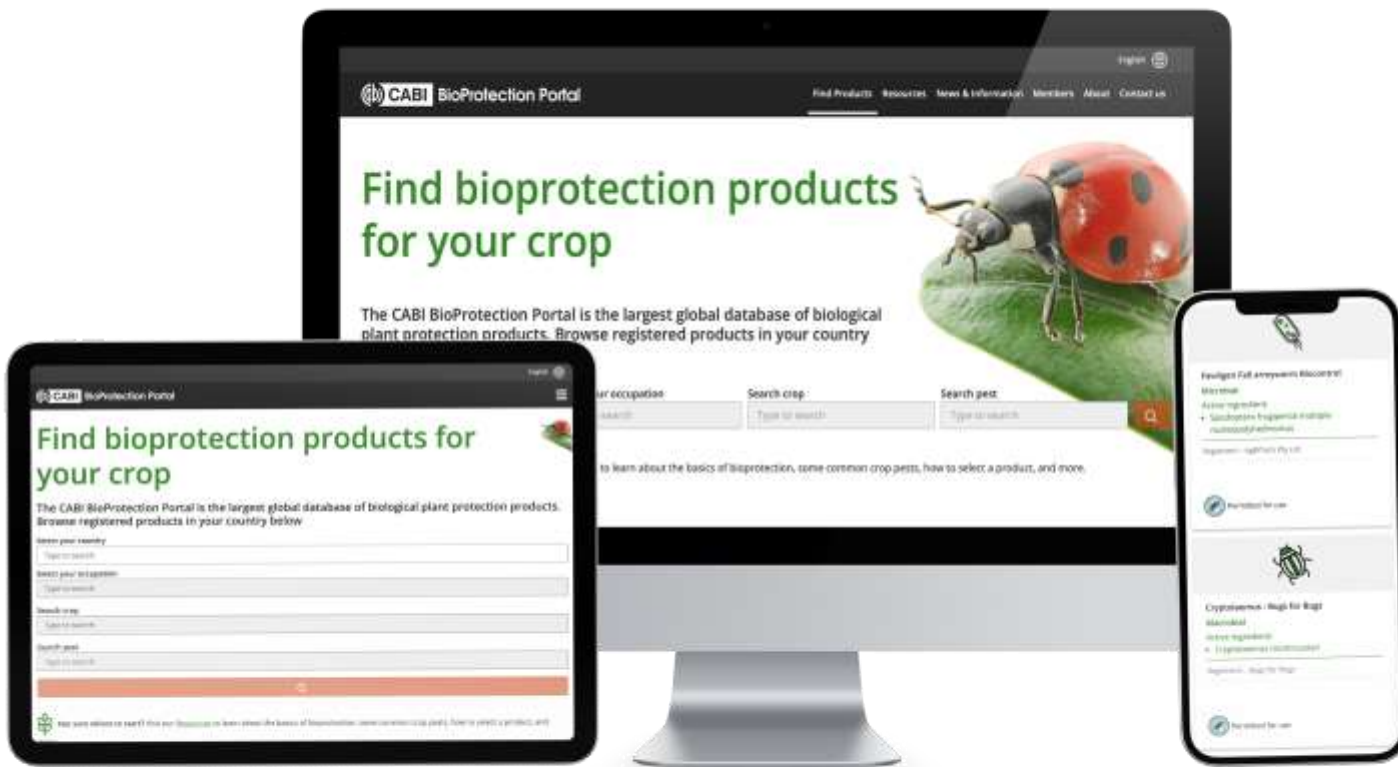
Crop	Products in DMS	Total Website Searches
Barley	1	8
Beet	1	1
Borage	1	2
Chard	1	10
Cherry	1	19
Ciruelo	1	1
Citrus	1	68
Cotton	1	11
Deciduous fruit trees	1	1
Endive	1	1
<b>Total</b>	<b>1</b>	<b>449</b>

#### Product Name

- Amblyline
- Urtibasic

#### Web App Searches by Occupation

Occupation	Total Searches
Advisor	1
Agri-input supplier	60
Farmer/grower	190
Manufacturer	30
Other	120
Regulator	10
Researcher	30
Teacher/professor	30



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# Promoting Portal Uptake



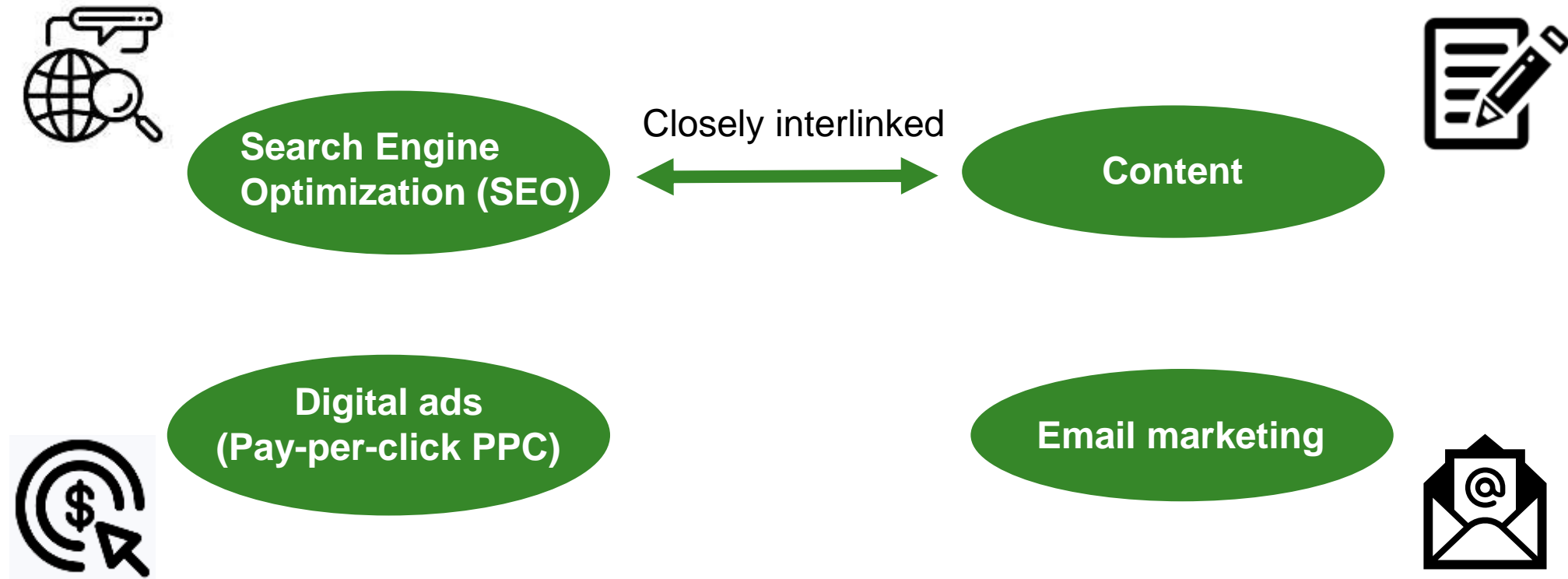
# Making end-users aware of the Portal

1. Digital advertising via paid ads and content creation
2. Direct communication to agricultural advisors and farmers
3. Communication via the Portal's members to their partners, employees, and audiences

***Coordinated strategy in place to drive traffic to the CABI BioProtection Portal***

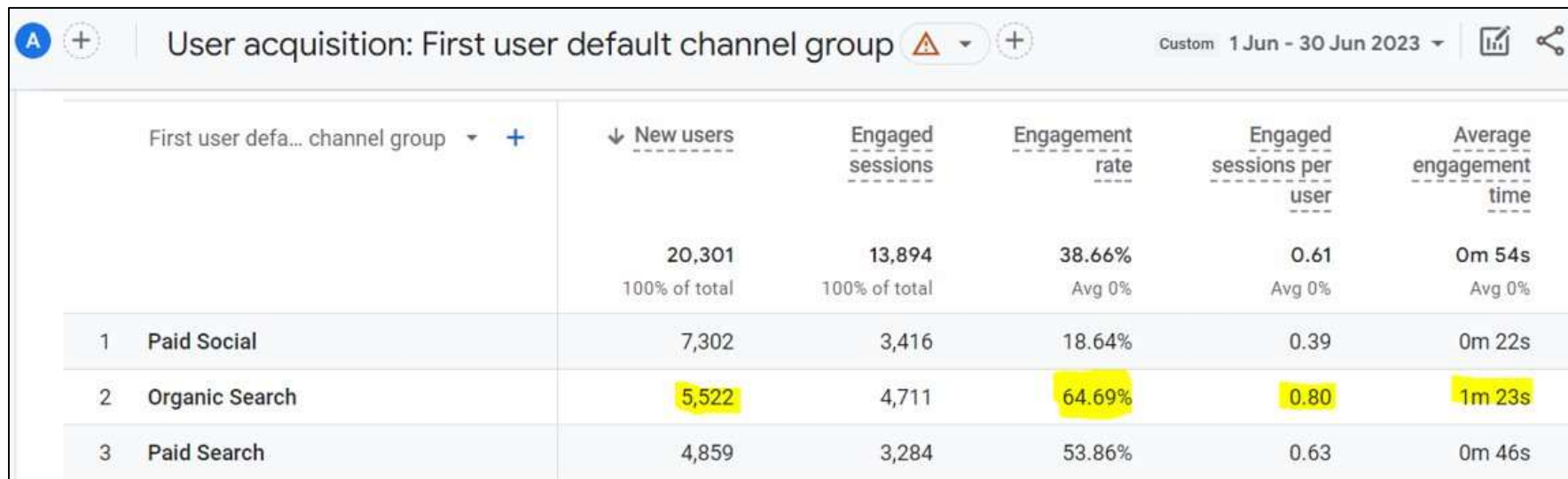
# 1. Digital advertising via paid ads and content creation

## 4 main channels of digital marketing:



# The value of organic traffic

- Users from organic traffic spent longer on the site compared with paid social and paid search
- Investing in organic traffic is more sustainable financially and may deliver the right users to our site



The screenshot displays a Google Analytics report titled "User acquisition: First user default channel group" for the period "1 Jun - 30 Jun 2023". The report compares three channel groups: Paid Social, Organic Search, and Paid Search. The Organic Search channel shows significantly higher engagement metrics compared to the other two.

Channel group	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
First user default channel group	20,301 100% of total	13,894 100% of total	38.66% Avg 0%	0.61 Avg 0%	0m 54s Avg 0%
1 Paid Social	7,302	3,416	18.64%	0.39	0m 22s
2 Organic Search	5,522	4,711	64.69%	0.80	1m 23s
3 Paid Search	4,859	3,284	53.86%	0.63	0m 46s

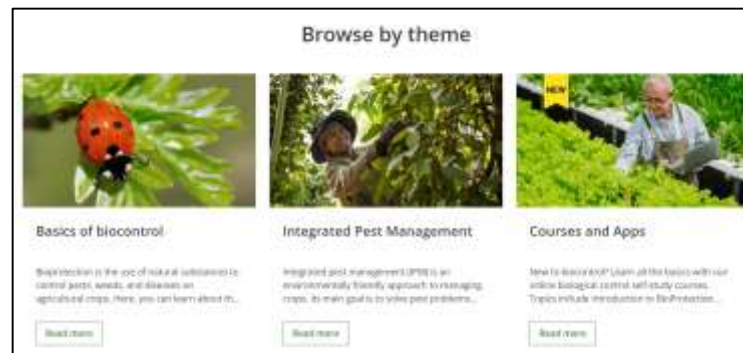
# Renewed focus on content quality and SEO

- 2-fold approach to content marketing:

News



Resources



- Focus on:
  - Keyword optimization
  - Readability score
  - Accessibility
  - Internal links to product pages



## 2. Direct communication to agricultural advisors and farmers

- Case studies: **India** and **Bangladesh**
- Workshops held by Agri-Digital Tool Coordinator for extension agents and agronomists
- Overview of the BPP and other CABI digital tools
- Feedback form provided
- Dissemination to growers



# Outreach in India

## Universities/Academia

- ANGRAU (Acharya N. G. Ranga Agricultural University)
- One-day workshop for extension scientists, separate session for university students

## NGOs

- AFEC (Agriculture Export Facilitation Centre)
- One-day workshop for technical extension staff members

## National-level extension institution

- MANAGE (National Institute of Agricultural Extension Management)
- Training session for extension workers and extension training institute, SAMETI

## Associations

- PMFAI (Pesticides Manufacturers & Formulators Association of India)
- Training session for pesticide manufacturers and officials across the world

## National level Research organization

- NIPHM (National Institute of Plant Health Management)
- Physical session 44 extension officials, online session with engineers and extension officers (ongoing)



# Outreach in Bangladesh

- Agri-Digital Tools Coordinator on the ground as of this month
- Interactive workshops presenting the Portal and Introduction to Bioprotection Products self-study course
- Promotion within universities and farmer advisories (SFSA, iDE)





### 3. Communication via the Portal's members to their employees and audiences

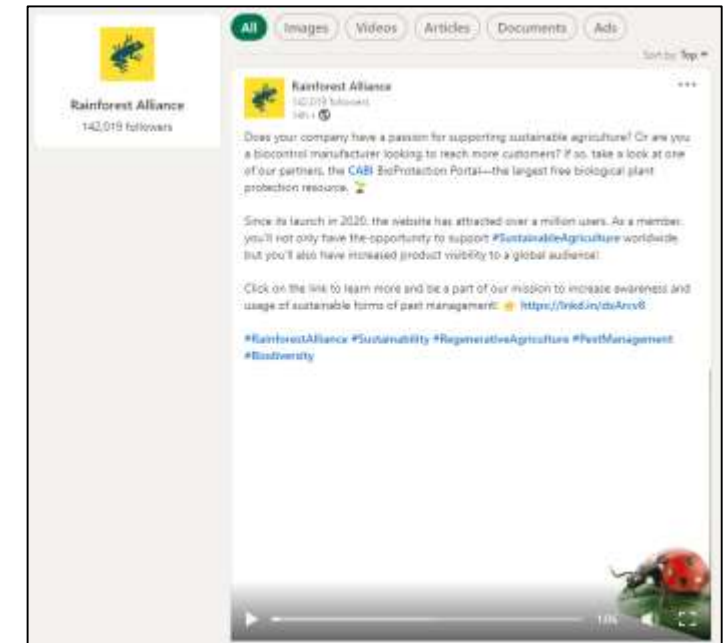
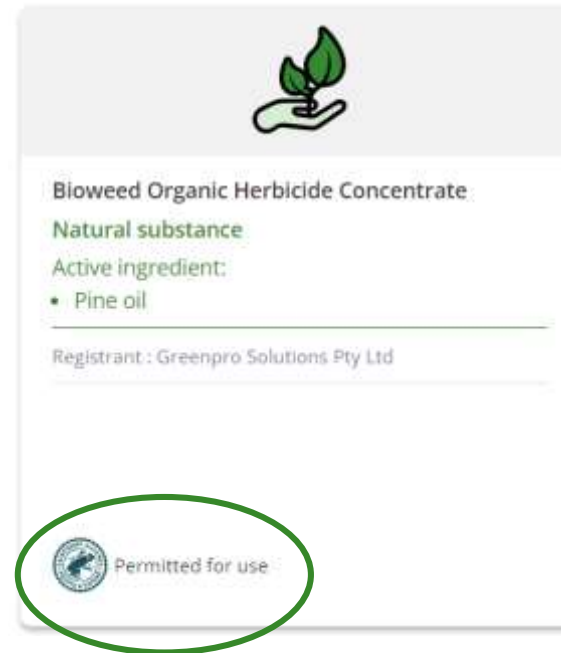
#### Example 1. Sponsorship with **Nespresso**

- Coffee Berry Borer led to collaboration with CABI to educate farmers on sustainable pest management of coffee
- Portal provides enhanced usage information on bioprotection product pages, plus educational materials
- Nespresso promotes the portal to their team of 400 agronomists that actively work with farmers to push biologicals



## Example 2. Sponsorship with Rainforest Alliance

- Relationship started with getting products on the Portal RFA certified
- Led to cross-promotional activities via social media



# Quiz sheet

You can now complete the last question of the quiz on user uptake

Drop your sheet in the box by the door and 10 winners will be drawn

Winners will be displayed and prizes distributed at the CABI BioProtection Portal booth (number 10)!





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# How to guarantee open access to the CABI BioProtection Portal?

The importance of building memberships to support sustainability



# Funding mechanism to guarantee open access

Portal must receive funds to ensure it is maintained enhanced as an open access, up-to-date and reliable global source for bioprotection information:

- **Partnership** (e.g. private sector biocontrol manufacturers, distributors, etc.)
  - 3-year commitment via a fixed annual partnership fee based on annual bioprotection product revenue
- **Sponsorship** (e.g. private sector stakeholders)
  - 3-year commitment via annual sponsorship fee determined by the size of the company (based on OECD definitions)
- **Donorship** (e.g. governmental development agencies)
  - Contributions from governmental agencies based on their priorities, focus countries, and funding schemes



# Funding mechanisms to guarantee open access

## Partners



## Sponsors



## Donors



## Associates





# Join us and receive these partner benefits:



## Increased visibility of your products

- Partner products at the top of searches
- Valuable data (labels, factsheets) on product pages
- Distributor contact information provided



Display of **your logo and links** on the Portal and in promotional materials



Invitation to biannual **Development Consortium meetings** – have your say in how we grow



Access to bespoke company **user analytics dashboard** for unique market insights

*Partners get >2x more clicks, plus google search boost!*

# Annual Partnership Fees

Annual Biocontrol Product Sales	Annual Partnership Fee
Euro <0.5 M	Euro 830
Euro 0.5-1 M	Euro 1,100
Euro 1-2 M	Euro 1,660
Euro 2-5 M	Euro 4,420
Euro 5-10 M	Euro 6,620
Euro 10-50 M	Euro 8,830
Euro 50-100 M	Euro 16,560
Euro >100 M	Euro 22,080

The Partnership Fee is a three-year commitment, payable annually which help ensure future sustainability of the CABI BioProtection Portal as a free-to-access resource.

Members of IBMA and/or BPIA with an annual turnover of less than Euro 10 million are entitled to a 25% discount on the annual partnership fee for the first three years.

# Earlybird Partnership Promotion

**Sign up as a partner before 31<sup>st</sup> of December 2023 and receive a reduction in your annual partnership fee!**

- **Large companies<sup>1</sup>: 10% discount**
- **Small-medium companies<sup>2</sup>: 25% discount**

1. Companies with an annual turnover of bioprotection products >Euro 10 million
2. IBMA and/or BPIA member companies with an annual turnover of bioprotection products <Euro 10 million





# Be part of a global initiative

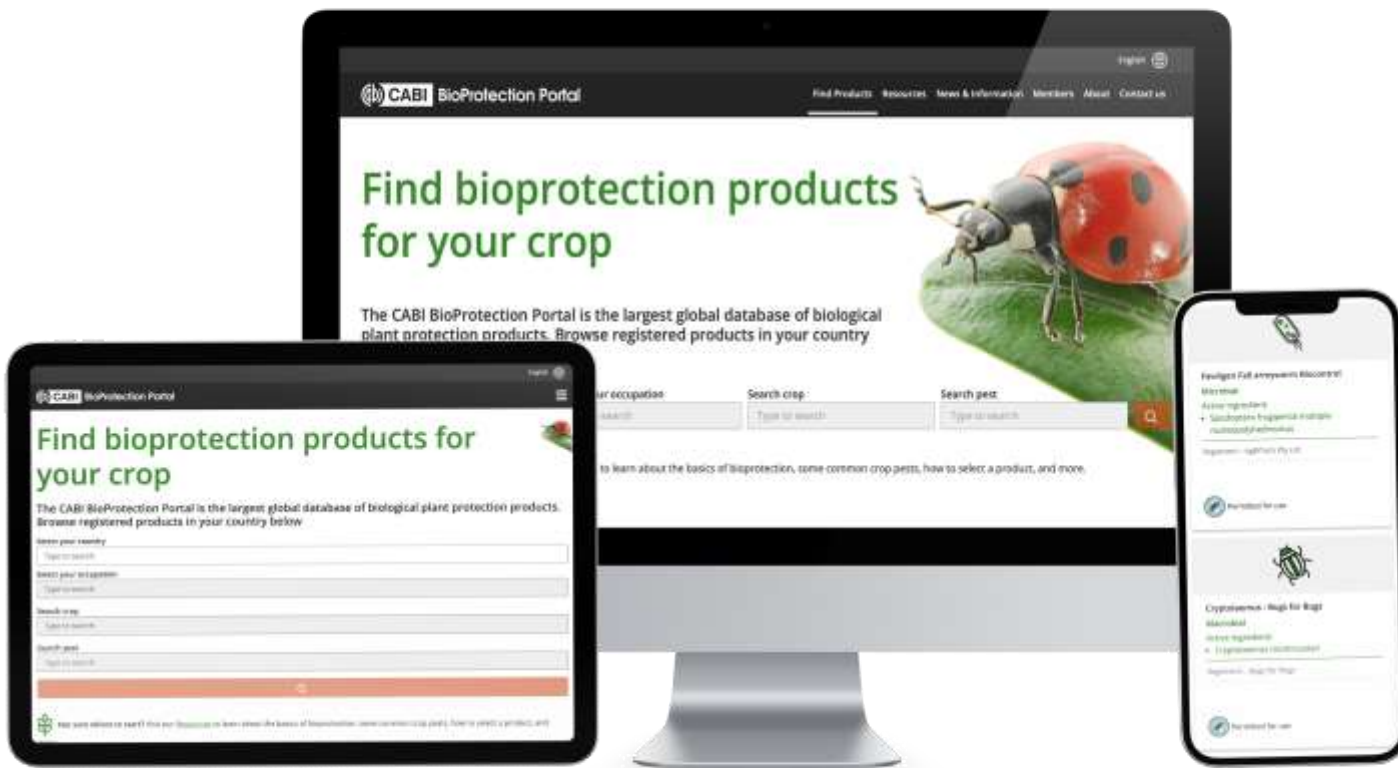
## Bioprotection is the future!

- We are passionate about increasing awareness and use of bioprotection products as a safer and more sustainable form of pest management
- Our members' support is what allows this valuable digital tool to remain open access to users globally
- Drive the change you would like to see by joining our mission and to make an even bigger impact



# Introduction to Bioprotection Products

Online learning for farmer advisors



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# Introduction to Bioprotection Products

Online learning for farmer advisors

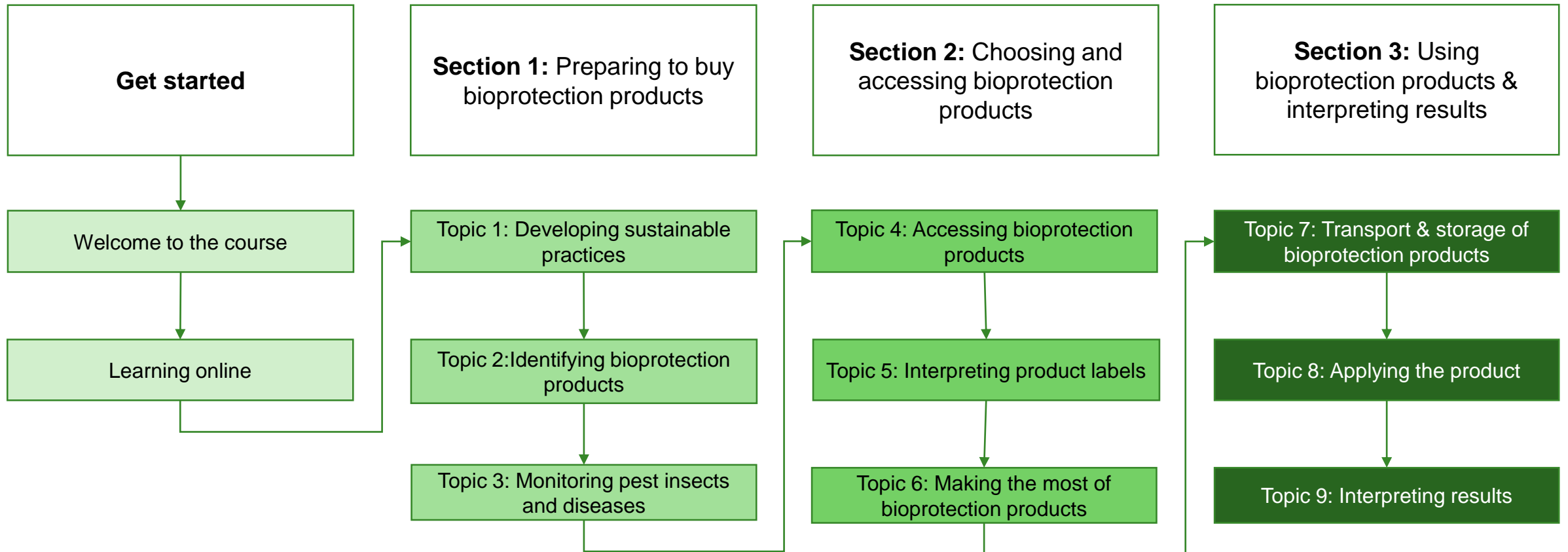
# Course information

- About the course:
  - Farmer advisors
  - Choosing, using and interpreting results of bioprotection products
- Course length:
  - Approx. 10 hours  
(Including assessments)
- Availability
  - Open access to all globally
  - Hosted on the CABI Academy





# Section & topic structure overview



# Activity types

## Meet our bioprotection characters

Throughout the course, our bioprotection characters will appear to help talk about some of the important ideas that we'll be exploring.

**Meet Jade:** Jade is a farmer who grows a variety of crops. He has inherited his family farm and has recently started to use bioprotection products in his field.

**Meet Lara:** Lara has been an extension worker for 12 years. She has a special interest in sustainable farming practices and works with local farmers to help them apply and interpret the results of input products on their farms.

Here, Jade and Lara discuss how some naturally occurring defences work to protect crops in the field.

## Working with the natural world

When Jade was young and he played in his family's fields, he would watch as red beetles found and ate smaller insects (Figure 1).



In this video, we compare macrobial (predator insect) bioprotection products and traditional pesticide products. We look at the different ways these 2 approaches can both help to manage pest insect numbers in the field over time.



Let's break down what's happening in the video:

Whilst some pesticide products can work by killing



## Good label information

Product labels give users details about the correct and safe quantities of the product to be applied in the field. Standardisation of product labels gives users confidence in the information included, helping users to find the information they need.


As a minimum, a good product label should provide the following type of information:

- Product details (active ingredient (a.i.), concentrations, target pest, crop, re-entry and preharvest intervals)
- Registration number
- Manufacturing details (licenses, premise address, company)



Figure 1: Input products on a shelf at an agro-input dealer shop.  
© CABI

# Activity types



Scarce 7-spot ladybird (*Coccinella magnifica*)  
© Gilles San Martin/via Flickr (CC BY-SA 2.0)

- Predator insect
- Parasitoid insect
- Nematode ✘

This answer is incorrect. This is an image of a ladybird, which has big eyes, which helps it to see its prey, and strong mouth parts, which helps it to catch and kill pest insects. Nematodes are worm-like creatures which move around in the soil, spreading deadly bacteria to pest insects.

### Compare ⋮


Do any of the farms or farmers you know have any similarities to those included above? How do these experiences compare to what you hear from farmers?

How do these experiences compare to what you hear from farmers? Share your experiences in the discussion area.

Separate groups:

Discussion	Group	Started by	Last post ↓	Replies	Subscribe
Prefer quick acting		Philemon Guamfi	Philemon Guamfi		

You respond, "It sounds like you've used too many chemical pesticide products over the years. As well as killing the pest insects, the helpful insects have been killed too."



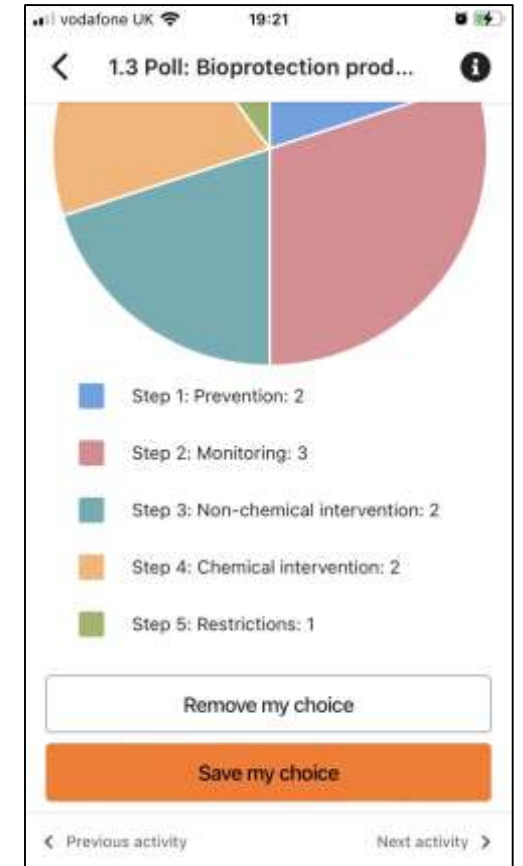
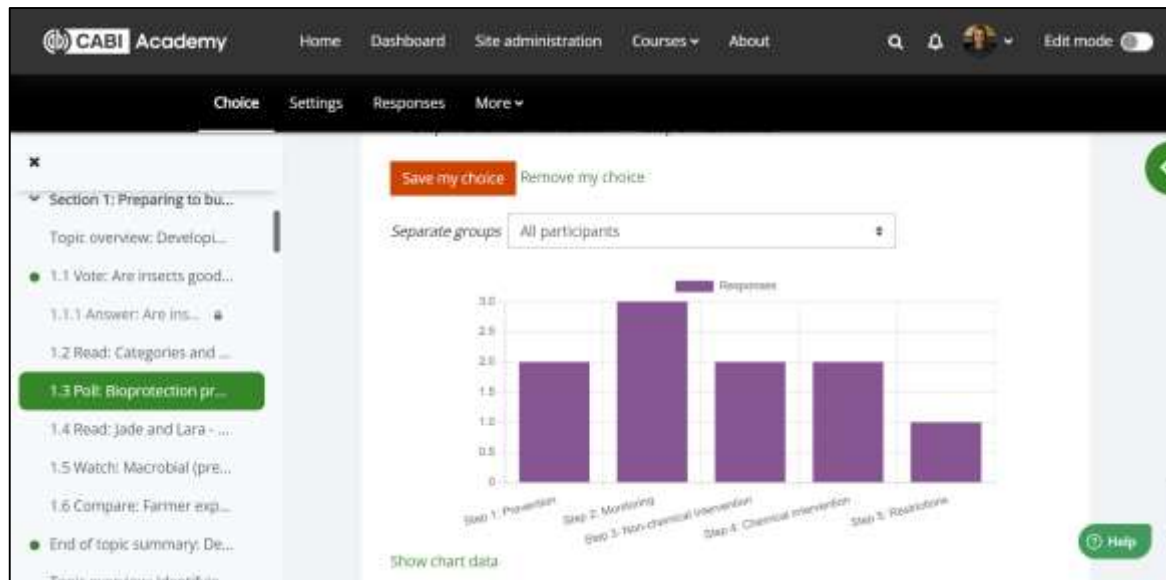
Now you have established what is causing the issues with the tomato crop, what type of product would you advise Jade tries in the future to provide the best long-term solution to his pest issue?

Cotton bollworm (*Helicoverpa armigera*) larva  
© Gyorgy Csoka, Hungary Forest Research Institute/via Bugwood.org (CC BY 3.0 US)

What long-term solution would you offer for this pest issue?

Select your answer.

# Responsive & Moodle Mobile App



# Designed for auto translation

وضع التحرير

الصفحة الرئيسية لوحة التحكم إدارة الموقع المقررات الدراسية حول

CABI Academy

صفحة الإعدادات المزيد

## ما هي منتجات الحماية الحيوية؟

تصنف الرابطة الدولية لمصنعي مكافحة الحيوية (IBMA) الحماية البيولوجية على النحو التالي:

"استخدام عوامل مكافحة البيولوجية اللافقارية (= الكائنات الميكروبية) والجراثيم والمواد شبه الكيميائية والمواد الطبيعية".

### كيف يتم تصنيف منتجات الحماية الحيوية في هذه الدورة

تم تطوير منتجات الحماية الحيوية وتسويقها لإدارة آفات وأمراض المحاصيل. يمكن تجميعها وتصنيفها بعدد من الطرق المختلفة.

النوع (غير مغطى في هذه الدورة)	النوع (المغطى في هذه الدورة)	فئة
الكائنات الحية الدقيقة الأخرى	بكتيريا الفطريات الفيروسات	الميكروبات يُعرف أيضًا باسم "عوامل مكافحة البيولوجية"

البداية: نظرة عامة على الدورة ...

القسم 1: التحضير لشراء منتجات...

نظرة عامة على الموضوع: تط...

1.1 تصويت: هل الحشرات جيد...

1.1.1 الإجابة: هل الحشرات...

1.2 اقرأ: فئات وأنواع منتجات ا...

1.3 استطلاع: منتجات الحماية ...

1.4 اقرأ: Jade و Lara - العمل...

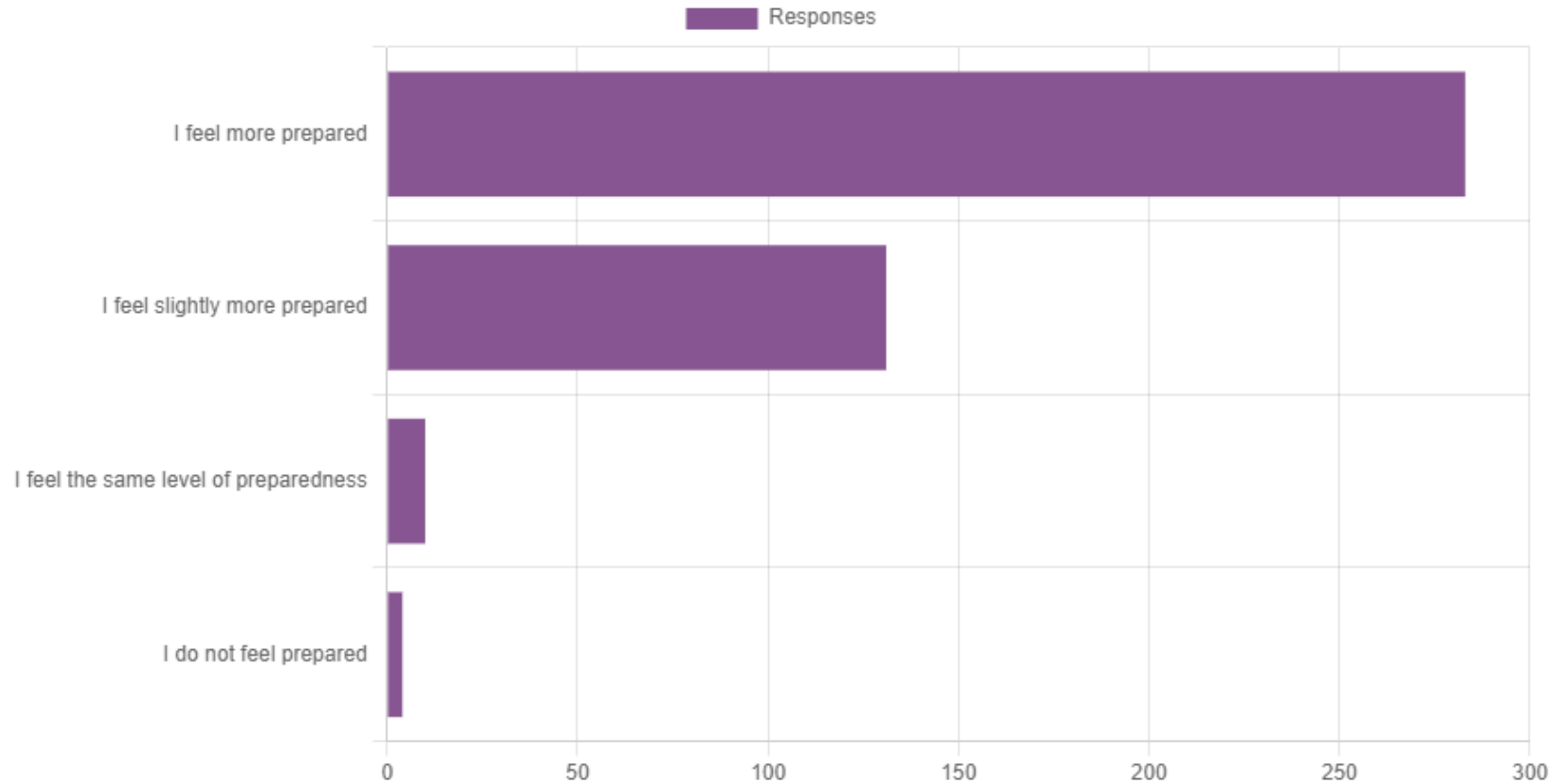
1.5 مشاهدة: الماكروبية (المفت...

Help جارب المزارعين

ملخص: نهاية الموضوع: تطه...

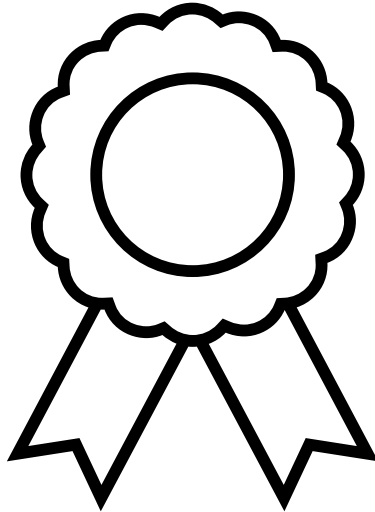
# Learner analytics

(Application) How prepared are you to start applying new knowledge and skills after accessing this digital learning product?



Show chart data

# Assessments



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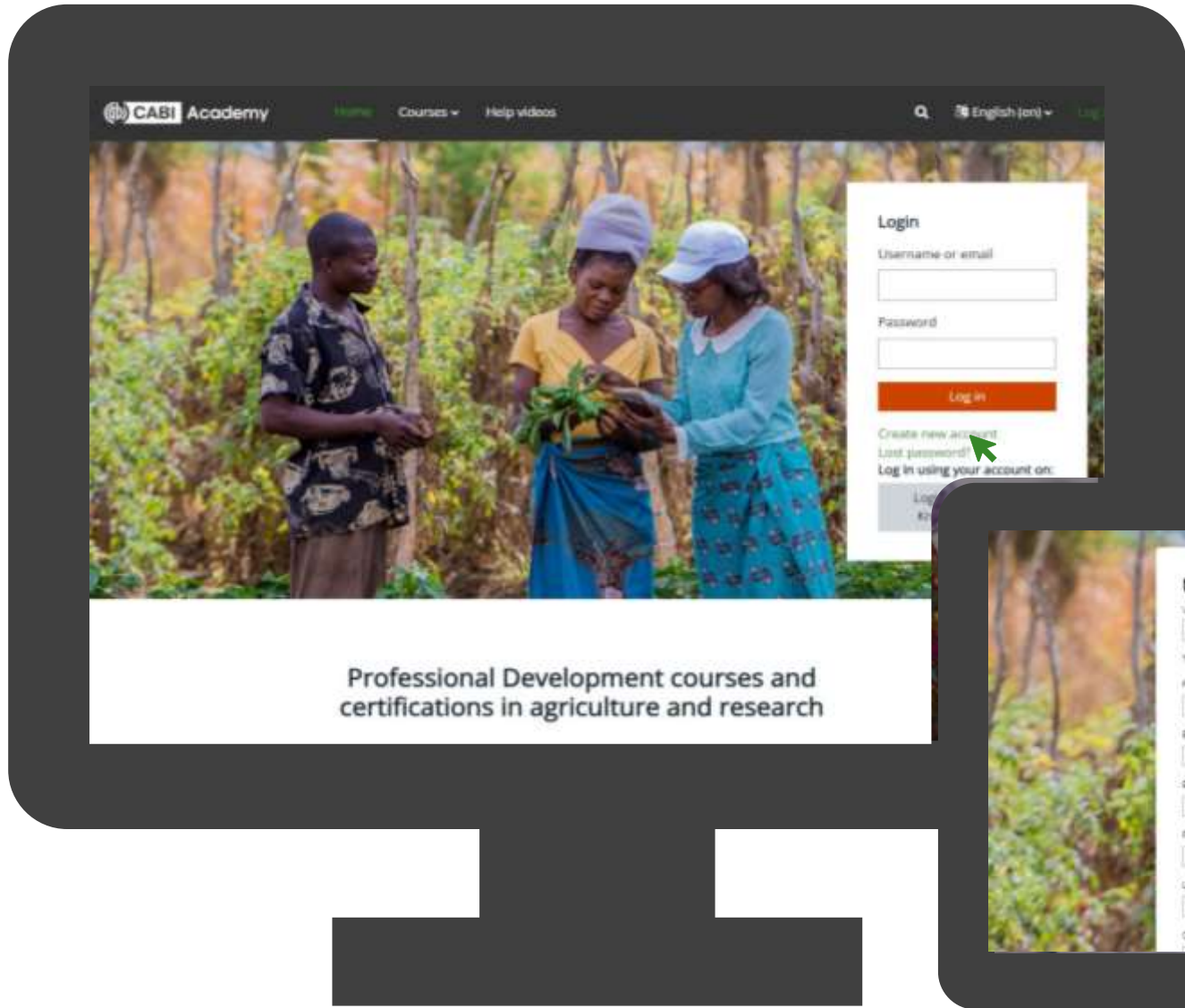
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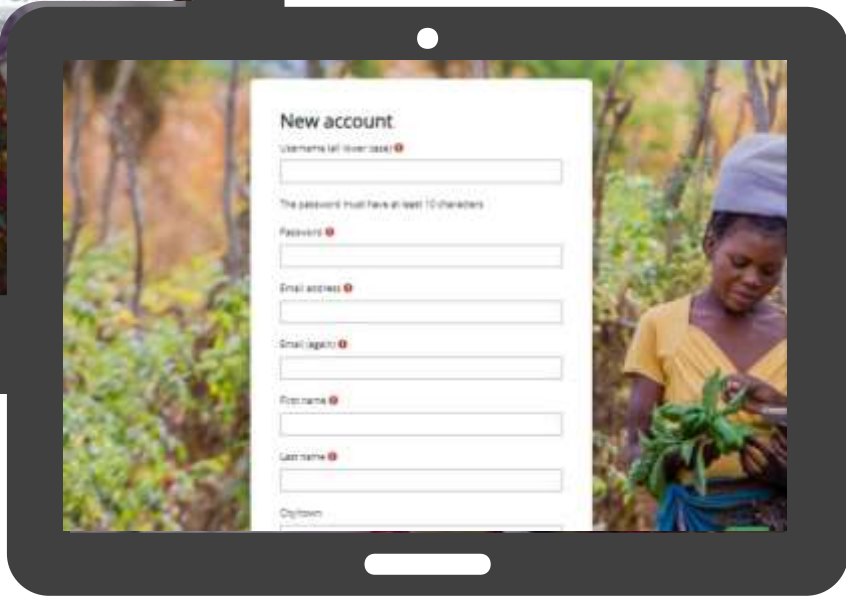
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