



DE SANGOSSE

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Marketing Director



DE SANGOSSE



■ DE SANGOSSE overview

■ BIOCONTROL : What does it mean for us ?

■ BIOCONTROL : Key drivers and factor of success

■ BIOCONTROL : Strategy, portfolio and communication



DE SANGOSSE Overview



■ **Founded**

1926

■ **Headquarters**

Agen, France

■ **2012 turnover**

250 M€

■ **N° of employees**

600

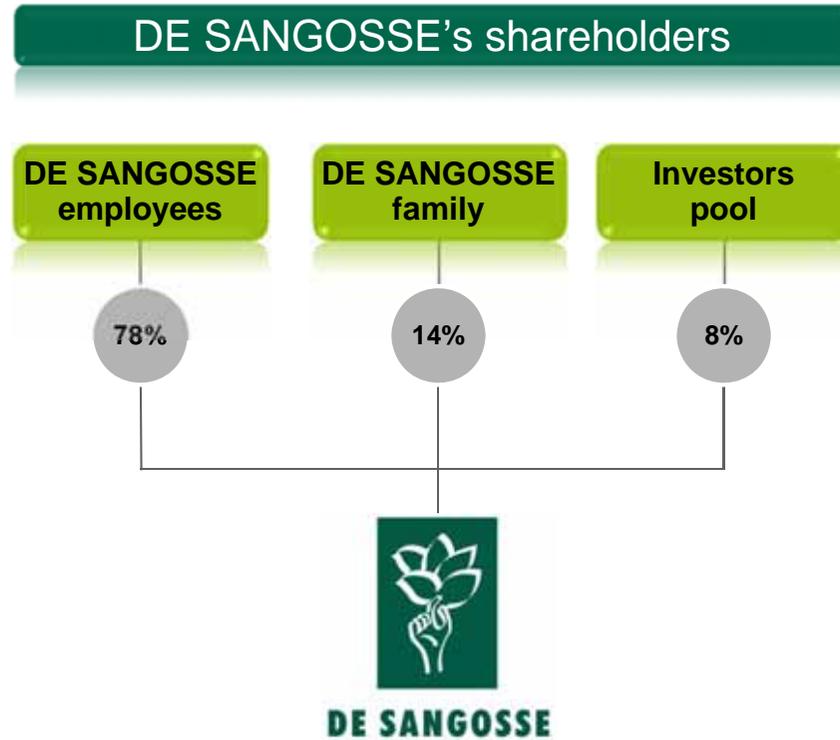
■ **Presence**

International





Shareholders



→ **Priority allocation of resources to growth.**



Locations



DE SANGOSSE Ltd.
Cambridgeshire
UK

AGRONUTRITION
Carbonne
FRANCE

AMIFLOR
Lavaur – Graulhet
FRANCE

DE SANGOSSE Group Headquarters
Agen
FRANCE

DE SANGOSSE IBERICA
Huesca
SPAIN

LIPHATECH SAS
Agen
FRANCE

LIPHATECH Inc.
Milwaukee
USA

DE SANGOSSE GmbH
Frankfurt
GERMANY

LIPHATECH L.A.
Pilar
ARGENTINA

DE SANGOSSE
Padova
ITALY

YIXING XINGNONG
CHINA

DE SANGOSSE AGROQUIMICA
Curitiba
BRAZIL

DE SANGOSSE
AUSTRALIA

International staff

Total Groupe staff

155

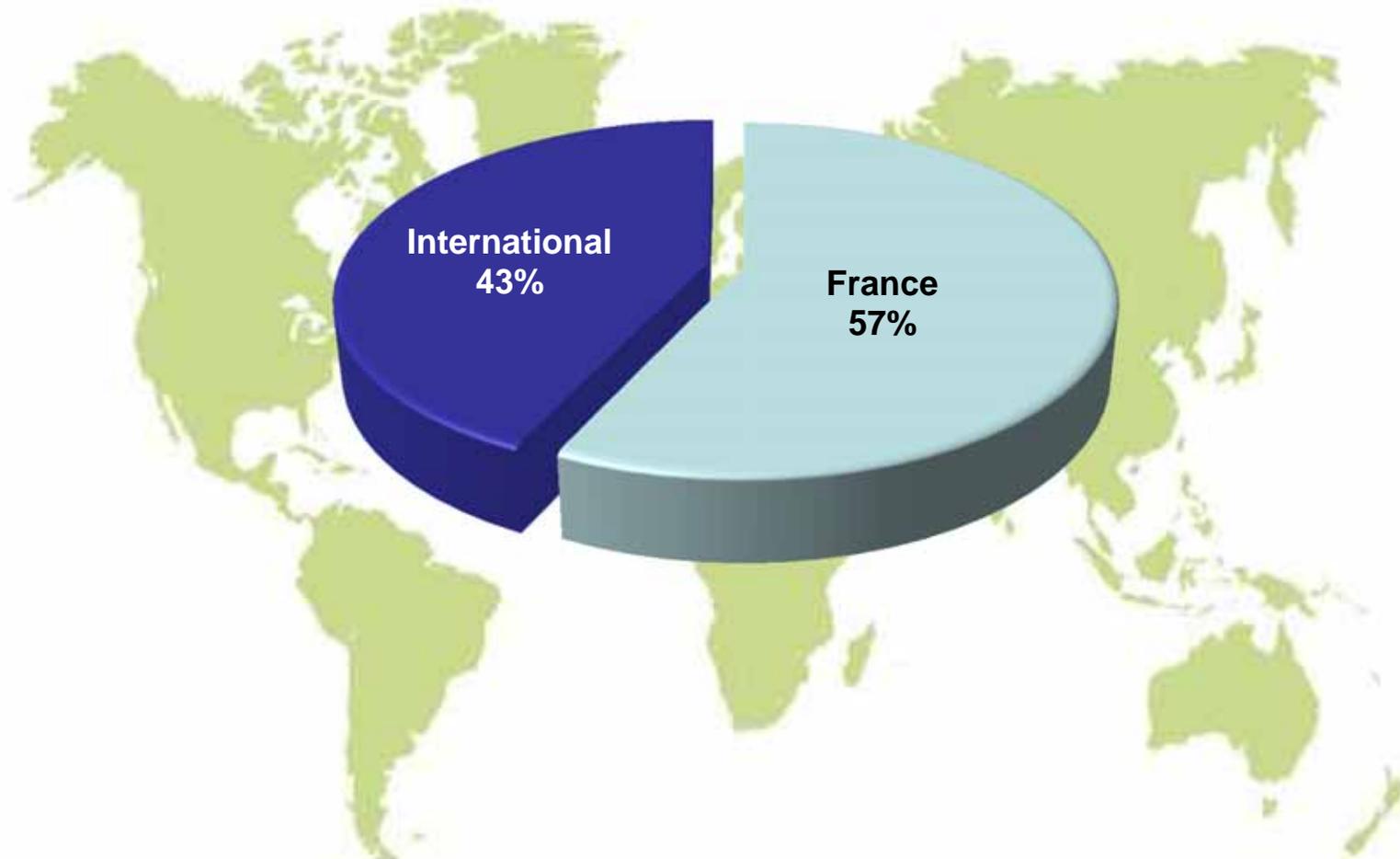
600



Agriculture turnover 2012 : 130 M€



AGRICULTURE





General development objectives



To develop our product range of solutions through sourcing and R&D investments:

Offering effective and innovative technical solutions for our customers, supported by a localized technical and sales network.



To accelerate our international development, doubling turnover.

Seizing opportunities for growth in the major agricultural regions worldwide.





What does BIOCONTROL mean for DS ?



BIOCONTROL is a vision :

It is not a religion nor a philosophy.
12 years ago it was an opportunity.
It became year by year an evidence and a necessity.



BIOCONTROL means :

- 1) Long, difficult and costly learning :**
Necessity to have strong technical and marketing organisation and expertise.
- 2) Necessity to have sufficient time to be successful.**
...Thanks to the attitude of our Shareholders.

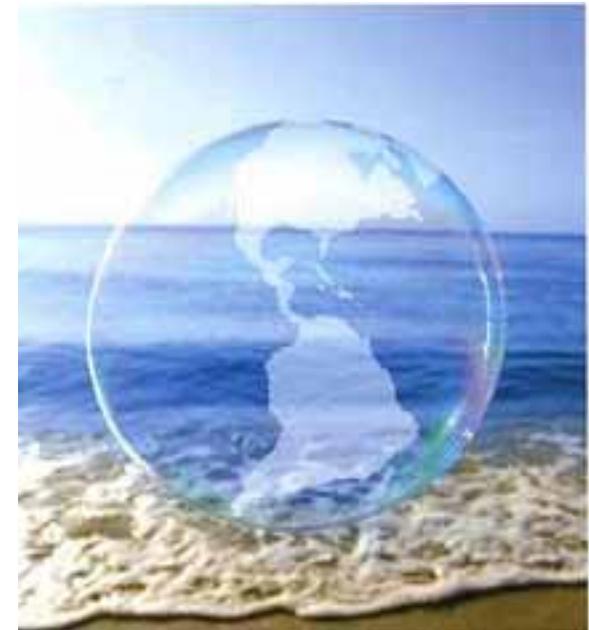


BIOCONTROL key drivers

- The environmental impact of production technologies has to be reduced (SUD ; Eco-phyto 2018 in France).

POLITICS

- Health of users and consumers.
- High societal request.
- Demand for zero residues.



PUBLIC OPINION



BIOCONTROL other key drivers

PERFORMANCES

+ RESISTANCE MANAGEMENT

The most important challenge



REGULATORY

(less expensive, shorter timeline)





BIOCONTROL objectives



BIOCONTROL for which objectives ?



Producing better



OF COURSE !





Is « All ORGANIC » possible ?

Bernard Le Buanec,
coordinateur





Is « All ORGANIC » possible ?



As Stand alone,



Unfortunately NOT !!





Is « All ORGANIC » possible ?



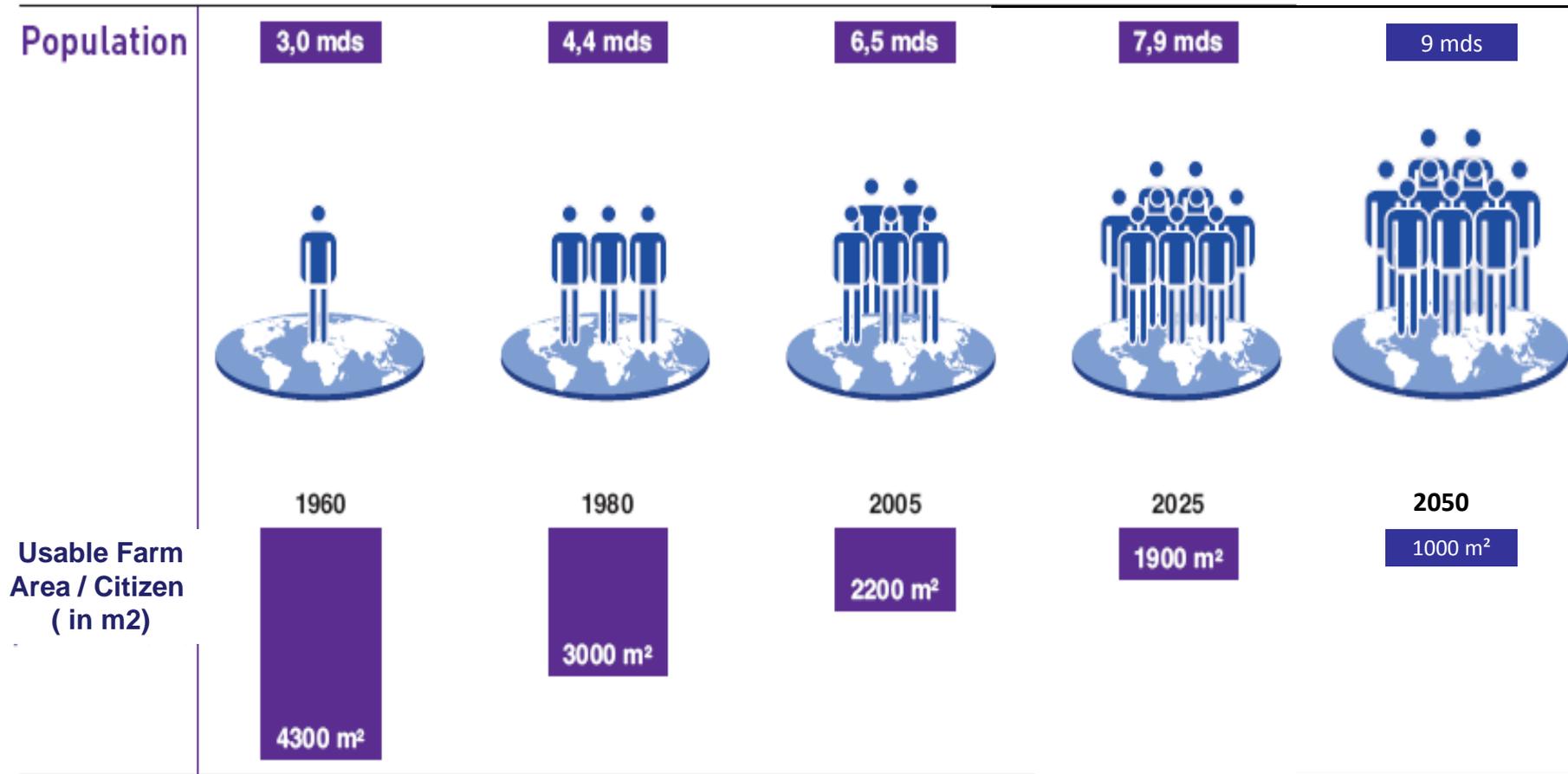
**Necessity to increase
agricultural production by
70% from now to 2050**

Source : FAO





Producing more





Producing more



«With all the available techniques today, organic agriculture cannot meet the challenges of feeding all the people in the world»

Marcel GRIFFON, father of the idea of ecological intensive agriculture.





What does “disease pressure” mean ?

Potato trial fungicide against *Phytophthora infestans* – France 2012





Conclusion n° 1



**Organic is a limited market
especially for open field.**

**Often well adapted for
light or moderate pressures.**

**We Can
produce
better**

**We can't
produce
more**



How to develop a successful BIOCONTROL business ?





BIOCONTROL must find a partner especially on open field crops



**We can
Produce more**



**Producing better
is more and
more a challenge**



The SOLUTION



CONVENTIONAL



BIOCONTROL

IPM program

for SUSTAINABLE farming



Special crops



Large crops



Conclusion n°2



***On open field
BIOCONTROL will be a success
in IPM strategy or will not be***





DE SANGOSSE's BIOCONTROL Strategy



**To develop a real RANGE of BIOCONTROL products,
thus being recognized in the market as a credible company**



DE SANGOSSE's BIOCONTROL Strategy



Development of strong partnerships



Heavy investments in R&D and Regulatory





DE SANGOSSE's BIOCONTROL Strategy



Development of strong partnerships

Actual



And New ones.....



DE SANGOSSE's BIOCONTROL Strategy : An example.



Heavy investments in R&D and Regulatory

Projets

NEOPROTEC



LABELLISÉ PAR AGRIMIP INNOVATION EN NOVEMBRE 2009
Co-labellisé par le pôle Prod'innov
Financé dans le cadre du 9^e Appel à Projets du Fond Unique Interministériel

Développement de solutions naturelles et durables pour la lutte antifongique en viticulture, arboriculture et cultures maraîchères.

NEOPROTEC concerne l'identification, la conception, la formulation et la production d'écoproduits de bio-protection des cultures. Il s'appuie sur l'utilisation de solutions naturelles présentant un potentiel antifongique en viticulture, arboriculture et en cultures maraîchères.

NEOPROTEC apporte tous les maillons qui interviennent depuis la recherche jusqu'à l'homologation et la mise en marché avec une originalité forte dans la vectorisation des actifs.

MONTANT FINANCIER DU PROJET : 3,9 M€

PARTENAIRES ÉCONOMIQUES

- DE SANGOSSE (47)
- AB7 Industries (31)

PARTENAIRES ACADÉMIQUES

- INRA Bordeaux - UMR Santé Végétale 1065 (33)
- LCA-ENSIACET, Laboratoire de Chimie Agro-Industrielle - UMR 1010 (31)
- CRITT-BIO-Industries INSA/CRT (31)
- Surfaces Cellulaires et Signalisation chez les Végétaux SCSV - UMR 5546 (31)





DE SANGOSSE's BIOCONTROL Portfolio 2012



	Arboriculture	Potato	Vegetables	Maize
Fungicides	ARMICARB®		AQ 10®	
Insecticides	CheckMate® SURROUND®WP ADVERB®	NOVODOR FC®		BIO-LOGIC® TRICHOSAFE®



DE SANGOSSE's BIOCONTROL Portfolio 2013-2014



	Arboriculture	Vine	Potato	Vegetables	Maize
Fungicides	<p>ARMICARB®</p> <p>BLOSSOM PROTECT</p> <p>BONI PROTECT</p>	<p>ARMICARB®</p> <p>BOTECTOR</p>		<p>AQ 10®</p> <p>ARMICARB®</p> <p>XEDAVIR</p>	
Insecticides	<p><i>CheckMate</i></p> <p>SURROUND®WP</p> <p>ADVERB®</p> <p><i>CheckMate Puffer</i></p> <p>MAGNET MED</p> <p>NATURALIS</p>		<p>NOVODOR FC®</p>	<p>NATURALIS</p>	<p>BIO-LOGIC®</p> <p>TRICHOSAFE®</p> <p>DIANEM</p>



COMMUNICATION





Plant protection

The Perfect Balance

for sustainable plant protection

ConventiGnal

BiG Control



Signature



DE SANGOSSE
ino
protection

Plant protection is in our nature