

ENHANCING WEED CONTROL THROUGH ADJUVANT TECHNOLOGY, A DISTRIBUTORS PERSPECTIVE. Bob Herzfeld, Adjuvant Business Manager, Agrilience LLC, St. Paul, MN 55164.

Three areas of the agricultural adjuvant business will be covered from the perspective of distribution: what adjuvants mean to distributors, distributor's expectations of pesticide manufacturers, and industry (agricultural pesticide manufacturers, dealers and growers) expectations of adjuvant distributors.

Adjuvants provide an avenue for distributors to add value to product offerings to their customers, either dealers or growers. This value comes as increased performance of pesticides and solving stewardship challenges such as spray drift, tank contamination and application errors. Adjuvants significantly differentiate manufacturers active ingredients and themselves from competition. In short, the adjuvant business for distributors helps them maximize the full potential of their customer's and their own investment.

Pesticide manufacturers can greatly benefit from working closer with the adjuvant business of distributors. Understanding what adjuvants can or can not do for the active ingredients and products is critical in their marketing. Manufacturers could gain by using adjuvant technology to solve current pesticide performance challenges or assist in post-patent strategies. Support in dealing with industry regulations and cost reductions are paramount.

The industry (agricultural pesticide manufacturers, dealers and growers) expectations of the distributor include integrity, market influence and economic efficiencies. The industry should expect, and in some cases demand, distributor involvement in industry challenges including regulatory issues or market shifts.