

The premier showcase  
for excellence in the  
crop protection industry



# Entry Form 2009

**Deadline extended until 29th May 2009**

Awards Ceremony

11 November 2009

Renaissance Chancery Court Hotel, London

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

## WELCOME TO THE AGROW AWARDS 2009

After a highly successful launch event in 2007, Agrow is again running its awards programme to recognise the outstanding achievements of individuals and organisations working in the crop protection and crop production industry.

Celebrating the normally unsung talent that exists in many organisations, large and small, throughout the industry, the Awards seek to reward innovation and excellence. Awards will go to professionals who have proven that they have made an outstanding contribution to furthering the goals of the organisation and have made an impact on the global crop protection and production industry.

### WHAT IT MEANS TO BE AN AGROW AWARD WINNER

The Agrow Awards are the mark of global distinction and the highest level of professional acknowledgement within crop protection and production today.

Enter now and as a winner, you will:

#### Make headlines and improve your investor relations

Winning an Agrow Award will generate publicity. There will be countless opportunities in national and trade media not to mention the credibility it will add to your internal communications and marketing materials. And of course, you will get a special mention in the review published by Agrow and personal mention on the Agrow Awards website. ([www.agrowawards.com](http://www.agrowawards.com)).

#### Boost employee morale

Entry into the Agrow Awards is a high profile, cost-effective way to recognise your employees' accomplishments. There is no better way to show them that you think their work is award-winning.

#### Stand out among your peers and satisfy your shareholders

With 15 categories, Agrow Awards level the playing field and allow you the opportunity to truly outshine your peers.

#### Meet the industry's movers and shakers

Accept your award at a gala evening on Wednesday 11th November at the Renaissance Chancery Court Hotel, London, and in front of industry luminaries. After the ceremony Agrow journalists will be keen to hear your response to winning and you will meet the judges that you will have impressed.

#### Reinforce client relationships

By winning an Agrow Award you will prove your expertise in your field of excellence, encouraging your clients to continue to return to you time and again.

## WHO CAN ENTER

Agrow Awards are open to any crop protection and production company, of any size, operating around the world and the individuals working for them. As well as companies that supply to the industry.

## HOW TO ENTER **The entry deadline is Friday 8th May**

### **All categories with the exception of the Lifetime Achievement Award require the following:**

- The entry form should be copied, completed and attached to each entry
- All entries must be written in English
- Entries must be typed, not handwritten, in Word or PDF format
- Entries must be no longer than 1,000 words
- Supporting material may be submitted, but should be limited to 3 separate pieces of material
- Entries must be based on activities undertaken in the year 1 January 2008 to 31 May 2009 unless specified otherwise in individual award categories

### **All entries must include:**

- The company name as you wish it to be referred to throughout the competition
- The product name (if required)
- Project title
- Contact details of entrant
- The answer to each question as a separate heading as specified in the category criteria
- Entry summary: this is what will be used to describe your entry throughout the competition (max 100 words)
- People (please supply contact names and email addresses of key people involved)

## MULTIPLE ENTRIES

Companies may enter more than one category provided that each entry has been specifically written to address the relevant criteria and is accompanied by a separate entry form.

## THE LIFETIME ACHIEVEMENT AWARD – HOW TO NOMINATE

The judges will be looking for an exceptional individual with a consistent history of service above and beyond the call of duty throughout their career. The winning candidate may well be retired or semi-retired but still active in a mentoring/training capacity.

Submissions for this award are by nomination only. The final decision will be based on the volume and quality of nominations for a particular candidate, the judgement of the Agrow editorial team and the opinion of the judging panel.

All nominations must include:

- The name of the nominee
- The job title of the nominee (if applicable)
- The company name (if applicable)
- Your contact details and those of the nominee
- An up to 500 word précis of why you think this person is worthy of receiving the Lifetime Achievement Award

## HOW ARE THE AWARDS PRESENTED?

The Agrow Awards culminate in a gala black-tie dinner and awards ceremony on Wednesday, 11 November, at the Renaissance Chancery Court Hotel, London, UK. Guests will gather to celebrate and recognise the accomplishments of this truly remarkable industry. We look forward to seeing you there.

Attendance at the event is by ticket only and guests are required to provide their details for additional security.

All shortlisted companies and individuals are required to attend the awards ceremony.

## COVERAGE OF THE AWARDS NIGHT

The Agrow Awards results will be published in a special Agrow Awards Supplement. This will feature photos from the night, commentary of the winners, why the judges selected them and their thoughts on being honoured by the judging panel.

This will be circulated to the Agrow subscribers, Agrow Awards sponsors, winners, judges and attendees.

All winners will also be announced on the Agrow Awards website ([www.agrowawards.com](http://www.agrowawards.com)) and released to relevant press.

## HOW DO THE JUDGES SELECT THE AGROW AWARD WINNERS?

The Agrow Awards are independently judged. Judging will take place in June 2009. The Judging Panel is an independent group of senior industry experts from around the world – guaranteeing objectivity and credibility. Judges are carefully allocated categories based on their specialist knowledge, expertise and experience within the industry.

Once entries have been received and processed, they will be distributed to the relevant judges only in each category. There will be a minimum of three judges allocated to each category. The judges will use the published criteria against which to score the entry. They then submit their individual scores, which are collated before the finalists and, of course, the winners, are selected. A shortlist will be published; however details of the winners will be embargoed and revealed only on the night of the awards ceremony itself.

The Chair of the Judging Panel reserves the right to cast any deciding vote, should the need arise. The judges' decision is final and neither the organisers nor the Judging Panel will enter into any correspondence about the results.

## CONFIDENTIALITY

As the awards organiser, Informa Healthcare recognises and respects the sensitive nature of the information submitted in the entries. We ensure that this extends to our Judging Panel and as such require each judge to sign a confidentiality agreement before they are appointed. Entries are not disclosed or discussed outside of the judging process. Where an entry is shortlisted, extracts from the entry summary only may be sourced for inclusion in the awards ceremony and any subsequent editorial coverage. Please ensure your entry summary contains no confidential or sensitive information. All entries and supporting material will be destroyed after the awards presentations.

The Judging Panel for each award will be selected to avoid any conflict of interest.



### David Buckeridge, Independent Consultant, UK

David Buckeridge was born and raised in London. He has a bachelor degree and PhD in genetics and Plant Sciences from the University of Wales (UK). Dr. Buckeridge has more than 20 years of management experience in the pharmaceutical, genomics and chemical industries, with a particular emphasis on agribusiness.

Dr. Buckeridge began his career with the multinational pharmaceutical company AstraZeneca, spending approximately 20 years in a variety of management positions. During this time, he spent approximately 8 years in the agrochemicals business.



### Dr Nigel Uttley, Enigma Marketing Research, UK

Dr Nigel Uttley is an organic chemist. He has worked in the agrochemical industry for 23 years, initially as commercial director for a generic and custom manufacturing company. For the last 18 years at his own company Enigma Marketing Research he has specialised in providing marketing and technical information targeted at identifying new opportunities in the agrochemical industry. Enigma also publishes AgriBase a specialist database and multi-client reports (the latest being "New Generic Agrochemicals – post 2009") for the agrochemical industry.



### Alan Knowles, FORM-AK, UK

After 20 years experience with a major multinational agrochemical company, Alan Knowles founded FORM-AK Ltd in 1992, providing technical consultancy for agrochemical companies on new formulation technology worldwide. Alan was Chief Technical Adviser to the United Nations Pesticide Formulation Development Project in China between 1993 and 1999. Alan has also edited a textbook on the chemistry and technology of agrochemical formulations, and authored many papers and reports on new formulation developments.



### Howard Minigh, President and CEO, CropLife International, Belgium

Howard L. Minigh has served as President and CEO of CropLife International since June 1, 2006, after leading the restructuring of the global federation. He is the founder of HM Advisors, LLC, and is a Director of MetaMorphix, Inc. From 2000-2003 Howard was Group Vice President of Agriculture and Nutrition with DuPont, leading a portfolio that includes Pioneer Hybrid Seed, crop protection chemicals, soy protein food ingredients, and a diagnostics business.

At American Home Products, Minigh was president of Cyanamid Global Agricultural Products until 2000, when he led the divestiture of the business to BASF.



### Izuru Yamamoto, Professor Emeritus of Tokyo University of Agriculture.

Professor Yamamoto is a board member of the Japanese Institute of Environmental Toxicology and a committee member of the agrochemicals division of the American Chemical Society. Professor Yamamoto is the author or editor of many books, including "Pesticide Design – Strategy and Tactics" and "Biochemical Toxicology of Insecticides".



### Friedhelm Schmider, Director-General, ECPA, Belgium

Dr Friedhelm Schmider is the Director General of the ECPA. His 20-year career with the crop protection industry has spanned a variety of technical and commercial leadership roles in both Germany and Asia. His widespread technical knowledge, public affairs experience and political interest provide a solid foundation to his work in managing regulatory activities and relationships with international organisations, associations and authorities.



### Shubao Sun, Secretary Chief, China Crop Protection Industry Association, China (CCPIA)

Mr. Sun Shubao has been the General Secretary of the CCPIA for nine years. He started his career in the Agrochemical Division, China Petroleum & Chemistry Commission in 1990. His work for the National Development and Reform Commission on the policy issues related to pesticides has involved drafting several high profile policies over the past decade.



### Pradip P Dave, Chairman & Managing Director of Aimco Pesticides, India

Pradip P Dave is a 40-year veteran of the agrochemical industry. He has been president of the Pesticides Manufacturers and Formulators Association of India for the past 18 years and chairman of Aimco Pesticides since 1992.



### Rob Fryatt, Independent Non Crop Consultant, UK

Rob Fryatt has had a career that has covered both crop protection and non crop markets through varied commercial roles with ICI, Zeneca and Sorex. He is the part time Director General of The European Pest Management Industry Association and owns and manages Xenex Associates Ltd, the leading international non-crop business services company. He is known to AGROW readers through his Beyond Agriculture columns and feature articles on non crop markets in AGROW magazine. Rob is also a partner in web based PestBusiness.com and a non executive director of a start up biopesticide development company.



### Jay Vroom, President, CropLife America, US

Mr Vroom was elected President of CropLife America in 1989 and continues to act as chief staff executive. He serves as its chief representative before US congressional and regulatory bodies and is chief media spokesperson for the association. Mr Vroom represents CropLife America and its industry with international agriculture and industry associations.



### Terry Tooby, Regulatory Consultant

Terry is a consultant offering support in regulatory affairs to the AgChem industry. He has 27 years regulatory experience and 13 years experience in scientific research on pesticides and other chemicals in the aquatic environment.

Prior to setting up as a consultant, Terry was the Director of JSC International Ltd for three years, until a management buyout after which he was Director of Regulatory Affairs.

## BEST FORMULATIONS INNOVATION

## MOST INNOVATIVE CHEMISTRY

Open to all agrochemical manufacturing and formulating companies and formulation consultancies. The award will recognise the most significant innovation in the formulation of agrochemical or biopesticide products. In this category, the judges will be looking for an innovation that, for instance, could lead to improved product efficacy through enhanced delivery or targeting, improved user safety, or reduced environmental impact.

### Questions:

Name of entering company.

Name(s) of co-developing companies or organisations

Please describe the formulation innovation. Explain how it differs from existing formulations and what makes this development truly innovative.

Give examples of the products for which it has been or will be used.

If the formulation has been launched commercially give the date of the launch, if the formulation is still in development give the anticipated commercial launch date.

Outline the benefits of the new formulation in terms of product efficacy, improved user safety, or reduced environmental impact.

What is the potential market size of the new formulation?

Open to all organisations undertaking original research in novel pesticide chemistry. The award will recognise the most significant new pesticide chemistry and will consider both individual compounds and chemical classes. The judges will consider innovative chemistry at early stages of research, in development and post commercialisation and will be looking for unique structures and modes of action.

### Questions

Name of the entering company or organisation.

Name(s) of co-developing companies or organisations.

Name of the chemical compound or chemical class.

Description of chemical compound or chemical class.

How is this chemistry innovative in terms of the following:

- Unique activity
- Unique mode of action
- Unique structure
- Unique synthesis pathway
- Of unique origin (eg inspired by on a unique natural extract)

**BEST R & D PIPELINE**

Open to all crop protection companies actively undertaking research and development. The Agrow Award for Best R&D Pipeline recognises the critical importance of research and development to the industry. The winner will have what the judges deem to be the most promising batch of new active ingredients and/or crop protection biotechnology traits in R&D. They will be looking not just at the size of the pipeline, but also for quality, innovation and potential value. All active ingredients/traits from the early research phases through to field development and registration, but not yet on the market at the time of entry, are eligible to be included in the pipeline. Entrants must detail any joint development or licensing agreements for any of these pipeline products.

**Questions**

Name of entering company

Name(s) of co-developing companies or organisations.

Please list the agrochemical active ingredients and agbiotech traits in the company's pipeline by name or code number, giving their product category (herbicide, fungicide, insect resistant, herbicide tolerant, etc) and chemical class/mode of action as appropriate.

How does your pipeline represent a good mix of product candidates in terms of the following:

- Development phase?
- Spread of innovative and reduced-risk candidates?
- Range of uses?

Does the pipeline contain any new active ingredients/traits that stand out as being particularly exciting prospects, and if so, why?

What is the market potential of the pipeline?

**BEST NOVEL AGRICULTURAL BIOTECHNOLOGY**

This award is open to all companies or organisations undertaking novel agricultural biotechnology research. This award is not a measure of commercial success but will recognise the most significant practical application of a novel biotechnology to the advancement of crop protection or agriculture. The award is open to any agricultural biotechnology, including those that have been commercialised, are currently in development or are in the early stages of research.

**Questions**

Name of company/organisation.

Name(s) of any co-developing companies or organisations.

Name of the biotechnology.

Describe the biotechnology, and give a practical example of how it has been (or will be) applied to agriculture or crop protection.

How is the biotechnology novel in terms of:

- The crop plant or organism transformed
- The activity resulting from that transformation
- The method of transformation

How does this biotechnology represent a significant practical application of biotechnology to agriculture or crop protection?

What is the market potential for this agricultural biotechnology?

## BEST NEW CROP PROTECTION PRODUCT

## BEST STEWARDSHIP PROGRAMME

Open to all crop protection companies, the award will recognise the most important new crop protection product launched between 1 January 2008 and 31 May 2009. The award is open to nominations for agrochemical, agbiotech and biopesticide products. The judges will be looking for a product that has demonstrated immediate commercial success, that has long term potential and that stands ahead of its competitors in terms of efficacy, environmental or user safety, and that has had a demonstrable effect on the ability of farmers and growers to protect their crops.

### Questions

Name of company.

Name(s) of any co-developing companies or organisations.

Name of the crop protection product.

Activity of the product.

What is significant about this product, eg,

- First commercial launch of a new active ingredient.
- New formulation or delivery mechanism of an existing ai greatly improving its efficacy or safety.
- Extraordinary commercial success.
- First generic version of an ai.
- Solved a previously unmet agricultural need, or greatly improved on an existing control method.

Agrow's Best Stewardship Programme Award is designed to recognise an outstanding scheme for managing agrochemical or agbiotech products in the marketplace in a sustainable way. Stewardship can be described as a life-cycle approach to product management and can encompass a wide range of initiatives. Examples include encouraging safe and responsible use, resistance management programmes and the disposal of containers and obsolete stocks. Entrants must have played a central role in the development or implementation of a successful stewardship programme within the last three years. Potential winners could include industry associations, companies or individuals.

### Questions

Name of entering individual (and affiliation) or organisation.

Briefly describe the stewardship programme concerned.

When and where was the programme introduced?

How extensive is the programme?

How innovative is the programme? What lifts it above similar initiatives?

What are the benefits of the programme?

If you believe that the entrant stewardship programme is particularly outstanding, but the reasons for this are not covered by the questions above, please give relevant details.

**BEST COMPANY FROM AN EMERGING REGION (Asia and Rest of the World)**

Two awards will be presented to a crop protection companies headquartered outside of North America, Western Europe and Japan - one in Asia and one for Rest of the World. It will recognise the companies in these regions that has made the greatest contribution to the crop protection industry. The judges will be looking for excellent performance across a range of business activities between 1 January 2008 and 31 May 2009. This could mean anything from growing sales and profits, to launching a new product, signing a significant new deal, or contributing to research and development in the crop protection sector.

**Questions**

Name of entering company and country where it is headquartered.

What has been this company's most significant achievement during the year?

Give details of what this company has achieved in terms of (if applicable):

- Signing important new deals;
- Introducing new products onto the market;
- Producing a promising new product pipeline;
- Operational improvements, particularly after restructuring, or changing the focus of the business.

**BEST SUPPORTING ROLE**

Open to all companies offering services to the crop protection industry, the award will recognise the company that has contributed most to the global crop protection industry through the provision of support services. The judges will be looking for a company that offers outstanding client support, excellence in service provision and a willingness to go the extra mile for its customers. The award is open to: contract research organisations, consultancies and other advisory bodies, market research companies, diagnostic equipment and other suppliers, packaging companies, legal companies, PR companies and additives suppliers.

**Questions**

Name of entering company.

What makes this company the best choice service company partner for the crop protection industry?

Describe the range of services provided by this company, highlighting any special strengths or unique activities.

How has this company delivered results that exceed sponsor expectations?

## BEST SUPPLIER

## BEST PUBLIC OUTREACH PROGRAMME

Open to all companies providing chemical supplies to the crop protection industry. The award will recognise the company that has contributed most to the global crop protection industry through the provision of custom manufacturing services, intermediate chemicals and finished active ingredients. The award is open to all chemical manufacturing companies that offer supply services to the crop protection industry.

### Questions

Name of entering company.

What makes this company the best choice chemical supplier for the crop protection industry? (eg customer service, speed of delivery, cost, quality, etc...)

Describe the range of chemical supply services provided, highlighting any special strengths or unique capabilities.

How has this company delivered results that exceed customer expectations?

Agrow's Best Public Outreach Programme Award is designed to recognise excellence in the communication of information on the benefits of agrochemical or agbiotech products. This could include campaigns aimed at the user community or to the wider public. A campaign through any type of medium, such as print, television or internet, might be eligible for this Award. Entrants must have played a central role in the development or implementation of a successful outreach programme between 1 January 2008 and 31 May 2009. Potential winners could include industry associations, companies or individuals.

### Questions

Name of entering individual (and affiliation) or organisation.

Briefly describe the outreach programme concerned.

When and where was the programme introduced?

Who was the programme aimed at?

How effective was the programme in achieving its aims?

What special activities did this programme include to achieve its aims?

Has the programme been reported by the mainstream (non-trade) media? Please provide examples.

If you believe that the entrant outreach programme is particularly outstanding, but the reasons for this are not covered by the questions above, please give relevant details.

**BEST OFF-PATENT  
PESTICIDE STRATEGY**

This Award is open to all agrochemical companies in either the proprietary or generic pesticide sectors. It could recognise a successful strategy in positioning a proprietary pesticide coming off patent or the successful introduction of a generic pesticide and its penetration of the originator's market. The judges will be looking for novel approaches that have had a proven effect on company's business between 1 January 2008 and 31 May 2009.

**Questions**

- Name of entering company.
- Names of any partnering companies.
- Briefly describe the off-patent pesticide strategy that you have adopted.
- When and where was the strategy introduced?
- Why is this considered a novel approach?
- What has been the effect of the strategy in sales or market share terms?

**BEST INNOVATION  
IN NON-CROP**

This Award is aimed outside the traditional crop protection arena to the expanding non-food crop sector. It seeks to recognise innovation in product development or marketing in any non-crop area, such as turf & ornamentals, aquatic herbicides, household pest control or disease vector control. Submissions might feature the successful adaptation of a crop-based product to a non-crop market, a particularly effective formulation or device, or a marketing strategy that has particular resonance in the non-crop area. The Award will recognise innovations made between 1 January 2008 and 31 May 2009.

**Questions**

- Name of entering company.
- Name(s) of co-developing companies or organisations.
- Name of the product, technology or strategy, as appropriate.
- Describe how the product, technology or strategy represents a particularly innovative approach.
- Highlight improvements in efficacy or reductions in environmental or health impacts over previous approaches.
- Indicate the level of commercial success of the innovation in terms of sales or market share growth.
- Provide testimonials from third-party organisations if appropriate.



## BEST MANAGER WITH STRATEGIC VISION

## LIFETIME ACHIEVEMENT

This Award is aimed at a manager who, through a strategic initiative conducted over the last year, was able to achieve some clearly identifiable targets. The initiative could be in areas such as: successfully launching a new product; making successful inroads into a new market; turning around company performance in an existing market; or any similar initiative that resulted in a markedly positive impact in company fortunes. The Award will recognise initiatives made between 1 January 2008 and 31 May 2009.

### Questions

Name of manager.

Name of entering company.

Describe the results that were sought to be achieved.

Describe the initiatives undertaken.

Describe the results achieved.

The winner of the Lifetime Achievement Award will be an exceptional individual with a consistent history of service, above and beyond the call of duty, throughout his or her career. This prestigious international award will go to someone who has had a distinguished career in the crop protection and production arena, primarily within industry, but who may also have held posts in government and non-governmental organisations, as well as academia. Nominees may be retired or semi-retired but will still be active in a mentoring/training capacity.

For this special award, candidates must be nominated by a third party. Entries must include the name of the nominee, his or her job title (if applicable) and the company name of the nominee (if applicable). The name and contact details of the nominator should also be supplied. The nomination should outline in no more than 500 words what the nominee has accomplished during his or her career and say why he or she is worthy of the Agrow Award. All nominations must be received by 8 May 2009.

Nominations will then be reviewed by the Agrow panel of judges and the winner will be announced prior to the Awards evening.

# Your entry checklist

## AGROW AWARDS OFFICIAL ENTRY FORM

Include the following information for each entry. Ensure your entry has answered all the criteria questions. A copy of this information must be affixed to each piece submitted.

### HOW TO ENTER

Please submit your application as a Word or PDF document.  
Please print clearly, stating the company name as you wish it to be referred to throughout the competition (using upper and lower case as you would like it to appear).

Contact Name \_\_\_\_\_

Job Title \_\_\_\_\_

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

Postcode \_\_\_\_\_

Tel \_\_\_\_\_

Email \_\_\_\_\_

Award Category (name of the category you are entering)

Important: Entries will not be accepted for the following categories:

- The Lifetime Achievement Award – this category must be done by nomination only

SEND YOUR COMPLETED ENTRY FORM AND SUPPORTING DOCUMENTATION TO:

#### Natalia Kay

Events Manager, Agrow Awards  
Telephone House, 69–77 Paul Street  
London, EC2A 4LQ, UK

**Tel:** +44 (0)20 7017 5173 **Fax:** +44 (0)20 7017 6787

**Email:** natalia.kay@informa.com

**www.agrowawards.com**

### LIFETIME ACHIEVEMENT NOMINATION FORM

For your nomination to be valid, you MUST enter your name and valid contact details. Please submit your application as a Word or PDF document.

#### Nominated by:

Contact Name \_\_\_\_\_

Job Title \_\_\_\_\_

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

Postcode \_\_\_\_\_

Tel \_\_\_\_\_

Email \_\_\_\_\_

Relationship with nominee (eg, colleague) \_\_\_\_\_

Does your nominee know they have been entered? \_\_\_\_\_

Name of Nominee \_\_\_\_\_

Job Title of Nominee \_\_\_\_\_

Company Name of Nominee \_\_\_\_\_

Contact Details of Nominee (email & telephone) \_\_\_\_\_

#### The Lifetime Achievement Award

*Please describe in up to 500 words why you think this person is worthy of a lifetime achievement award.*

## USEFUL CONTACTS

Entry enquires and table bookings

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