



## Stanford eCorner

### Creating Need for Your Product

Pam Marrone, *AgraQuest*

May 10, 2006

Video URL: <http://ecorner.stanford.edu/videos/1479/Creating-Need-for-Your-Product>

Marrone describes the impact of AgraQuest on the global bio-pesticide market.



#### Transcript

The global pesticide market is over \$30 billion, well it's actually about \$30 billion. There's some perturbations this is all weather based. This is where there was a drought in Europe but overall if you look at the market since 1999, it's not growing at all and that's because a number of chemical products are being phased out by various governments around the world. And if you noticed you can get food, it's not taken for granted. You can get asparagus from Peru off-season when it's not in season in California. You can get grapes from Chile because of the global movement of food. The exporters do not want chemical pesticide on that food. It is regulated by law the level of chemicals that you can have at the time of harvest. Products like ours you can spray right up to harvest and there's no chemical residues you can't do that with chemicals so there's a real compelling reason to switch to products like ours.