



**fine**

Excellence in PGR technology

## Plant Growth Regulators and Biostimulants: Challenges and Opportunities

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May 1, 2019



**1983**  
Fine Holdings and Fine Agrochemical Ltd. was founded in the UK



**2007**  
Fine Japan was established



**2004**  
Fine Americas, Inc. was established



**2014**  
Purchase of Fine Holdings by De Sangosse



**830**  
EMPLOYEES



**24**  
SUBSIDIARIES  
IN 16 COUNTRIES



PRODUCTS  
IN MORE THAN  
**50** COUNTRIES



## Our mission

**Fine** focuses on the development, registration, marketing and usage of plant growth regulators for fruit, ornamental, and broad acre crops.



## Our commitment

**Fine** strives to improve plant growth regulator technology to meet exacting demands of growers' needs by introducing new AI's and formulations.

Initially focused on ornamental and fruit crops

Expanded into Landscape, Tree Growth Regulators, Turf, Vegetable, and Broad Acre crops

Ongoing research to understand effects of combining PGR's with other AI's for above ground and sub-soil applications both pre and post harvest







**64**

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The number of our active substance and product registrations in the Americas\*.



**9/47**

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The number of countries we operate in the Americas/Worldwide\*.



**19**

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The number of new products registered over the last five years.

\*situation end of August 2018

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Lead the industry in supplying PGR technologies and research that provide consistent performance and reliable results

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Continually seek out new AI's that provide enhanced return on investment for the end user

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Develop and produce stable product formulations that meet the registration requirements and the rigorous demands of the market place.

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Continue our focus on PGR's and expanding our research in combination with Biostimulants.

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Where might our opportunities be beyond PGRs?

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Real Opportunities in the market.

Major AgChem companies acquiring/investing in smaller companies to capitalize on this area.

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Consensus and clear understanding amongst the industry regarding definitions and registration process.

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Seems primary focus at meetings been on soil microbiology but what about other products?

Amino Acids

Vitamin-Hormone Complexes

Etc....?

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What will the registration process look like for products combining PGRs and Biostimulants?

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What about potential new ai's?

Can I register PGR as Biostimulant if I only make Biostimulant claims on the label?

*EPA: “many [plant biostimulant] products and substances may be excluded or exempt from regulation under FIFRA depending upon their intended uses as plant nutrients (e.g., fertilizers), plant inoculants, soil amendments, and vitamin-hormone products.”*

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Would be good to get consensus on global definition for Biostimulants.

Two other definitions proposed: US Farm Bill and European Commission.

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## How EPA is defining Biostimulants:

*“Products containing naturally-occurring substances and microbes that are used to stimulate plant growth, enhance resistance to plant pests, and reduce abiotic stress.”*

## 2018 Farm Bill Definition:

*“A substance or micro-organism that, when applied to seeds, plants, or the rhizosphere, stimulates natural processes to enhance or benefit nutrient uptake, nutrient efficiency, tolerance to abiotic stress, or crop quality and yield.”*

## European Commission Definition:

*“A product stimulating plant nutrition processes independently of the product’s nutrient content with the sole aim of improving one or more of the following characteristics of the plant: (a) nutrient use efficiency; (b) tolerance to abiotic stress; and (c) crop quality traits.”*

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We support the PGR registration process to ensure that quality AI's and formulations are brought forth to be registered.

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## **Requiring a registration process:**

1. Protects the stakeholders
  2. Helps ensure a level of quality in the marketplace.
  3. Helps ensure product consistency
  4. Provide a standardized labelling of products
  5. Leads to credibility in marketplace
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There needs to be clear guidance on this new classification and definition from EPA.

We feel all companies with interests in this area should carefully review the EPA definition and comments and consider making comments.

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# fine

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excellence in plant  
growth regulator  
technology.