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- Operations Manager - Malaysia
- Grower Manager (Cut Roses / Flowers / Lilies) - UK
- Fruit Crop Specialist / Account Manager - UK
- Leafy Crop Specialist / Account Manager - United Kingdom
- Trader Exotics Europe - Netherlands
- Site Grower Manager - Hydroponic Production, USA
- Country Manager - Turkey
- Executive Director - Australia
- Quality Manager - UK (Nr Evesham Worcestershire)

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- US: Food safety guidelines for fresh culinary herbs published online (1)
- "7% increase in yield is just hard to ignore" (1)
- Local growers deliver quality produce thanks to user-friendly hydroponics (1)
- "We like coir more and more, it's very manageable" (2)
- "Growers can save money reusing rockwool slabs" (1)
- New paint for heating tubes developed

France: Viridaxis' VerdaProtect wins SIVAL d'OR 2013

Viridaxis has won the SIVAL d'OR 2013 with VerdaProtect, its biological protection solution for market garden crops. Based on a mix of parasitoids, it gives greenhouse vegetable growers an effective and sustainable solution for aphid control.



Viridaxis was awarded the SIVAL d'OR 2013 gold medal for its VerdaProtect at the Salon des Productions Végétales fair (SIVAL), held in Angers from 15 to 17 January 2013. VerdaProtect is an innovative protection concept against aphids for greenhouse market garden crops, consisting of a mix of beneficial insects. The award comes at a time of changing plant protection practices, government pressure to reduce the use of pesticides and consumer demand for more environmentally friendly products. As Viola Rosemeyer, Viridaxis' Strategy and Sales Manager, explained, "These trends are encouraging producers to opt for integrated pest management (IPM) strategies, which combine different pest control methods - biological, physical and, as a last resort, chemical. The VerdaProtect solution is thus a very specific answer to their expectations."



Building on natural mechanisms

The way VerdaProtect works is based on a simple natural mechanism, namely aphid parasitism by certain types of mini-wasps which are harmless to humans. The female wasps within the VerdaProtect mix lay their fertilized eggs right inside the aphids (one per aphid). The growing larva gradually kills its host and makes a cocoon inside in order to pupate. As Viola Rosemeyer explained, "After about ten days, an adult emerges from the dead aphid. That adult then sets off in search of more aphids to parasitize so that it can reproduce." The spokeswoman went on, "The effectiveness of this solution lies in the prolificacy of the species in each tube of VerdaProtect. For example, one *Aphidius colemani* female can lay more than 150 eggs per day and up to 800 eggs throughout its adult life." These beneficial insects are called parasitoids, that is to say, they parasitize the aphids, unlike ladybirds and lacewings, which use the aphids as a food source.

A powerful partner for growers

VerdaProtect was designed specifically to meet the needs of growers. It consists of a mix of six parasitoid species to enable market gardeners to control the most common aphids in organic or integrated production: the cotton aphid (*Aphis gossypii*), the potato aphid (*Macrosiphum euphorbiae*), the green peach aphid and the tobacco aphid (*Myzus persicae* and *Myzus nicotianae*) and the foxglove aphid (*Aulacorthum solani*). VerdaProtect is very easy to use – it's just a matter of placing the tube in the crop and opening it (1 per 200 m²). As Viola Rosemeyer says, "The tubes are ready to use, and no special training or precautions are necessary. The only things to bear in mind to guarantee their effectiveness is that they need to be put in place right at the beginning of the growing cycle, before the aphids appear, and that they should be renewed every two weeks."



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Your Missing Piece



by Gilbert Geraerts (1)

- Monsanto to invest more in smaller players (1)
- US (CA): Growers keep watch for frosts (1)

Top 5 - yesterday

- Germany: Photo report Fruit Logistica horticultural suppliers
- New preliminary results presented in far-red hybrid lightning study
- Australia: Hortus to expand AgPro, lab services
- US: Food safety guidelines for fresh culinary herbs published online
- Suriname: LVV minister officially opens first Surinamese greenhouse

Top 5 - last week

- Mexico: With help, Sunny Fields off to good start
- Germany: Photo report Fruit Logistica horticultural suppliers
- China: FloraScape officially opens new state-of-art greenhouse
- UK: HDC maintains careful watching on neonicotinoid insecticide debate
- Canada: Mastronardi expands distribution & increases greenhouse acreage

Top 5 - last month

- Photo report IPM Essen 2013 (231 pictures)
- 50 hectare Dutch greenhouse grower Season in trouble due to energy costs
- UK: "The possibilities with this application seem infinite"
- "We like coir more and more, it's is very manageable"
- Van Der Knaap Retail launches My Kitchen Garden at IPM Essen

Exchange rates [more »](#)

- USD: 1.3438
- JPY: 126.60
- GBP: 0.86150
- AUD: 1.3107
- BRL: 2.6506
- CAD: 1.3512
- CNY: 8.3771
- NZD: 1.6081
- ZAR: 12.0666

Euro foreign exchange reference rates

Source: ECB

Proven effectiveness

After large-scale trials in Germany and the Netherlands, the VerdaProtect solution was also tested by a number of organic vegetable growers (unheated tunnels and glasshouses) in Nord-Pas-de-Calais (Northern France) in 2012. This trial, conducted in cooperation with Gabnor (the Nord-Pas-de-Calais organic farmers' association) on young zucchini, sweet pepper, egg plant, cucumber and tomato plants, produced very good results. One organic market gardener from Louvil affirmed, "I am very pleased how effective VerdaProtect is. On egg plants in particular, I saw a difference compared with previous years when aphids caused a yield drop and forced me to wash the fruit. I was really impressed by this product, and it's so easy to use."

From academic research to integrated and biological crop protection

VerdaProtect's designer, Viridaxis, also markets similar solutions for other types of crop: FresaProtect for strawberries, BerryProtect for other soft fruits, BasilProtect for aromatic herbs and OrnaProtect for ornamental plants. These solutions are available throughout Europe from specialized beneficial and pollinating insect distributors.

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- 2/6/2013 UK: HDC maintains careful watching on neonicotinoid insecticide debate
- 2/5/2013 Koppert Biological Systems sets up a base in 'Incredible India'
- 2/5/2013 Biobest strengthens management team
- 2/5/2013 US: Research helps make biopesticide production less expensive
- 2/1/2013 Pakistan: Agriculture Extension rejects committee's findings on Leafy Curl Virus
- 1/31/2013 AU: New QFF approach reducing red tape for growers
- 1/31/2013 Belgium: Tomato growers under attack of Tuta Absoluta
- 1/30/2013 Canada: Fireblight assist for woody rosaceae growers
- 1/30/2013 The Stockton Group receives registrations for Mancozeb in the Philippines
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- 1/21/2013 Netherlands: SYN-Formalin 37% approval now complete
- 1/21/2013 Biobest combines pollination with crop protection
- 1/18/2013 Israel: Pest free vegetables with minimum chemical use
- 1/18/2013 Canada: Novel approach to Botanigard delivery approved
- 1/17/2013 Spain: 200 growers follow seminar on biological pest control

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