Promoting biostimulants for more sustainable agriculture and green economic growth

2014 Plan of Action & Budget Overview

www.biostimulants.eu
What is EBIC aiming to achieve?

EBIC strives to foster a positive environment for the commercialization and use of biostimulants in Europe to create and grow the market, thus allowing biostimulants to contribute significantly to a more sustainable model of agriculture and to be a motor of green economic growth. This includes working to:

- Secure a transparent, predictable and cost-effective procedure for putting plant biostimulants on the market within a European framework
- Help member companies understand and implement rules and regulations affecting their business
- Promote best practices throughout the biostimulants value chain, from conducting scientific research to the placing on the market of products
- Demonstrate to farmers that authorized plant biostimulants are effective products that ensure consumer protection, safety and environmental protection

The Value of EBIC

- EBIC members discuss common issues and develop joint, strategic positions, guided by skilled facilitators on a light and resource-efficient platform available 24 hours a day, 7 days a week.
- EBIC members have access to a growing body of political and technical resources on biostimulants.
- A rich and expanding collection of tools and resources help EBIC members do business, from lists of registration consultants to guidelines on marketing products that are subject to different approval process in different markets.
- EBIC’s efforts have resulted in the sector being recognized as a distinct and emerging set of technologies that are a critical part of the bio-based economy.
- You can help influence the positions and proposals that European authorities, stakeholders and market actors across the globe consider benchmarks.
- EBIC members have enhanced their reputations through their commitment to bring some order to what has been a chaotic and non-transparent market situation and to adopt a Code of Conduct in advance of the entry into force of European regulations.
- Increasing visibility on future regulatory and market developments is already fostering more investment.
- More numerous and stronger relationships among industry colleagues have enhanced knowledge sharing and new commercial relationships.
To achieve its goal, EBIC is active in 5 mutually supporting areas

Promotion of the sector & market development
- Strategy development regarding obstacles and levers facing market development
- Educational and informational campaigns regarding market development issues
- Providing authoritative public information about biostimulants
- Outreach to market analysts

Regulatory affairs & lobbying
- Advisory services and priority setting related to regulatory issues
- Facilitation and development of industry positions on regulatory issues
- Drafting technical inputs on the basis of regulatory issues
- Facilitation of relationships with key European authorities

Stakeholder relations & external communications
- Stakeholder mapping and analysis of key influencers for compatibility and priority outreach
- Development of integrated transmedia stakeholder engagement campaigns
- Educational campaigns about biostimulants, their role in sustainable agriculture, necessary conditions for SME innovation in the bio-based economy and other relevant topics
- Media relations

Internal networking & knowledge sharing
- Knowledge-sharing through an online, members-only platform, regular conference calls and in-person meetings
- Identifying and addressing shared knowledge gaps
- Publication and circulation of regular member updates and other member relations
- Development and sharing of industry best practices throughout the value chain

Trade association operations
- Administration of contracts and invoicing
- Member recruitment (business development)
- Management of third-party consultants (accountants, lawyers, etc.)
- Formalities related to obtaining and maintain legal status for the association
- Ensuring respect for anti-trust regulations within the context of trade association activities
- Management of human resources
2013 was marked by growing momentum for the biostimulants sector and for EBIC

- EBIC and biostimulants garnered significant attention from agricultural trade media, especially in France.
- Numerous market analysts have turned to EBIC to better understand biostimulants and the companies producing them.
- The 2B Monthly newsletter was launched by Dunham Trimmer and New Ag International in recognition of the growing importance of the biostimulants and biocontrol sectors. EBIC is a regular contributor.
- Several other sector associations, both at the European and national levels, coordinated and collaborated with EBIC on points of common interest.
- EBIC launched its Code of Conduct for Placing Biostimulants on the Market and began assisting members with implementation.
- EBIC provided authorities with feedback on proposals related to product labelling, tolerances of variations in measurement for product sampling and analysis, how to manage products that can provide benefits regulated under different regulatory frameworks and many other key issues that affect production and commercialization.
- EBIC membership reached 37, with companies based in 12 countries and with operations and sales that stretch across the globe.
- EBIC obtained recognition from Belgian authorities as an “international not-for-profit association” in a royal decree published on 30 August.
- The first global roundtable of biostimulants producers was held in Rio da Janeiro, and the EBIC experience was a central part of the discussion on the potential for global cooperation.
- EBIC presented its experiences on “Biostimulants: Framing a New Tool for Agricultural Innovation” at the 8th Annual Biocontrol Industry Meeting.

EBIC is recognized as the legitimate voice of the European plant biostimulants industry

- European authorities turn to EBIC for technical expertise about the biostimulants sector and views on how authorities can supporting SME’s working toward smart, sustainable growth through the bio-based economy.
- Other sectors, consultants and others are increasingly seeking EBIC’s cooperation on points of common interest and consider EBIC to be the authoritative source for information about biostimulants and the sector.

EBIC’s definition of plant biostimulants resulting from consultation with stakeholders and policymakers:

“A material which contains substance(s) and/or micro-organisms whose function when applied to plants or the rhizosphere is to stimulate natural processes to enhance/benefit nutrient uptake, nutrient efficiency, tolerance to abiotic stress, and crop quality, independent of its nutrient content.”
In 2013, the members of EBIC adopted a Code of Conduct for Placing Biostimulants on the Market. This code embodies the commitment of EBIC’s members to place plant biostimulants on the market in a way that promotes transparency and allows farmers to make informed choices about the additional benefits that biostimulants can bring to their crop management systems. At the heart of the code’s implementation is each company’s plan, for continuous improvement to put the code’s principles into practice in the coming years.

The members of the European Biostimulant Industry Council (EBIC) hereby commit that:

- Our production, distribution and commercialization of biostimulants will respect all applicable regulations and laws.
- We will not make any off-label claims for the benefits of our products; in particular, we will not claim any direct plant protection effects that have not been authorized according to the regulations in effect.
- We have compelling scientific evidence to justify any agronomic claims we make for our products.
- We will make sufficient information about the scientific evidence available to the public in order to enable informed decisions about purchasing and use and, if requested, we will provide authorities with access to the full data from our research, subject to data protection and confidentiality provisions.
- The commitment in this Code of Conduct will be further strengthened through the following measures, among others:
  - The Code will be reviewed regularly and updated as necessary to take into account relevant regulatory, scientific, technical and other developments;
  - Guidelines will be issued on various technical and operational points to help companies implement their commitment successfully, including guidelines on how to support product claims and how to communicate product claims;
  - In due time, a quality mark may be developed to help eligible biostimulant producers communicate their respect the terms of this commitment to stakeholders.
Priorities for 2014

Promotion of the sector & market development
• Relations with market analysts
• Self-published thought leadership articles on issues affecting market development, such as necessary conditions for SME innovation in the bio-based economy
• Updating the EBIC economic overview of the European market

Stakeholder relations & external communications
• Engagement campaigns with stakeholders who can influence opinions of consumers, customers and authorities about biostimulants
• Educational campaigns about biostimulants, their role in sustainable agriculture, and other relevant topics
• Strengthen EBIC’s relationships with relevant national trade associations and global counterparts
• Broadening relations with key EU and international trade media

Regulatory affairs & lobbying
• Engage in dialogue with members of the European Parliament after elections (2nd half 2014)
• Continue providing input and feedback to the European Commission
• Discuss proposed European legislation with national authorities

Internal networking & knowledge sharing
• Continue supporting implementation of the EBIC Code of Conduct through guidelines, etc. to help members adapt
• Develop best practice guidelines for conducting and reporting on trials justifying product benefits
• Develop additional supporting materials to help companies manage the so-called “dual-use” products in their portfolios

Trade association operations
• Member recruitment (business development) and administrative processing
• Ensuring respect for anti-trust regulations within the context of trade association activities
• Respecting formalities related to EBIC’s legal status
• Accounting
## Resource requirements for 2014

**Budget**

*Based on the work program outlined on pages 3 and 5. (All amounts exclude any applicable VAT.)*

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Estimated operational costs</strong> (office rental, IT, travel, telephone, legal, administration, etc.) for the year:</td>
<td>€24,000</td>
</tr>
<tr>
<td><strong>Consultancy requirements</strong> for this work program:</td>
<td>€500,000</td>
</tr>
<tr>
<td>• Promotion of the sector &amp; market development</td>
<td>€100,000</td>
</tr>
<tr>
<td>• Stakeholder relations &amp; external communications</td>
<td>€120,000</td>
</tr>
<tr>
<td>• Regulatory affairs &amp; lobbying</td>
<td>€120,000</td>
</tr>
<tr>
<td>• Internal networking &amp; knowledge sharing</td>
<td>€90,000</td>
</tr>
<tr>
<td>• Trade association operations</td>
<td>€70,000</td>
</tr>
<tr>
<td><strong>Communication campaign materials</strong></td>
<td>€12,000</td>
</tr>
<tr>
<td><strong>Contingency fund (for unforeseen needs)</strong></td>
<td>€20,000</td>
</tr>
<tr>
<td><strong>Meeting expenses</strong> ( invoiced separately on a cost per head basis)</td>
<td>----</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>€556,000 HT</td>
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</tbody>
</table>
Membership dues for 2014

The EBIC board has decided to maintain the level of membership dues for 2014.

<table>
<thead>
<tr>
<th>Company size*</th>
<th>2014 contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>micro-sized</td>
<td>€5,000</td>
</tr>
<tr>
<td>small-sized</td>
<td>€10,000</td>
</tr>
<tr>
<td>medium-sized</td>
<td>€15,000</td>
</tr>
<tr>
<td>large-sized</td>
<td>€20,000</td>
</tr>
</tbody>
</table>

*Based on the European Commission’s criteria for defining company size, which consider a combination of employees and either turnover or total assets.

<table>
<thead>
<tr>
<th>Company size*</th>
<th>Equiv. FT employees</th>
<th>Turnover</th>
<th>Total assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>micro-sized</td>
<td>&lt;10</td>
<td>≤€2 mn</td>
<td>≤€2 mn</td>
</tr>
<tr>
<td>small-sized</td>
<td>&lt;50</td>
<td>≤€10 mn</td>
<td>≤€10 mn</td>
</tr>
<tr>
<td>medium-sized</td>
<td>&lt;250</td>
<td>≤€50 mn</td>
<td>≤€43 mn</td>
</tr>
<tr>
<td>large-sized</td>
<td>&gt;250</td>
<td>&gt;€50 mn</td>
<td>&gt;€43 mn</td>
</tr>
</tbody>
</table>

The European Commission considers aggregate data, not division or department, to be the appropriate measure because divisions benefit from the infrastructure and resources of the larger organization. For more details on how partnerships and linked enterprises are treated, please see http://ec.europa.eu/enterprise/policies/sme/files/sme_definition/sme_user_guide_en.pdf. EBIC has developed a summary for members.

What happens if membership dues do not cover the budget?

The risk for any shortfall will be carried by EBIC’s members, with any deficit divided among EBIC members proportionately to the level of dues they pay.

Simulation.
EBIC’s current membership generates 480,000. This leaves a €76,000 budget deficit. Each of EBIC’s current 37 members would be invoiced according to their membership category:

If membership increases or decreases, each company’s contribution to cover the deficit would decrease or increase accordingly. All members therefore have an incentive to help EBIC recruit new members to prevent a budget deficit.
Which companies belong to EBIC? (as of 18 September 2013)

- Acadian Seaplants
- Agrinos
- Agronutrition
- Arysta LifeScience
- Atlántica Agrícola
- BioAtlantis
- Biolchim
- Biovert
- Borregaard LignoTech
- Brandon Products
- CFPR Groupe Roullier
- Daymsa
- Goëmar
- Grabi Chemical
- Green Has Italia
- Green Universe Agriculture
- IAB
- ICAS
- Illex EnviroSciences
- ILSA
- Intermag
- Italpollina
- Koppert Biological Systems
- L. Gobbi
- Lallemand Plant Care
- Lida Plant Research
- OGT
- Omex
- PRP Technologies
- SDP
- Servelesa
- Sicit 2000
- Taminco
- Tradecorp
- Valagro
- Verdesian Life Sciences
- Xurian Environnement

Contact
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