

# BIO



## CONTROLS

### 2015

## CONFERENCE & TRADESHOW

### SAVE THE DATE!

March 3-5, 2015 | Fresno Convention Center, Fresno, CA

organized by



In conjunction with



# Primed for **GROWTH**

production | pest management | crop focus | marketing | sustainability

presented by:

AMERICAN/WESTERN  
**FRUIT GROWER**

AMERICAN  
**Vegetable Grower**

greenhouse  
**GROWER**

cotton  
**GROWER**

**CropLife**



Primed for **GROWTH**  
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In conjunction with



**MAKE PLANS  
TODAY TO  
PARTICIPATE!**

For more information,  
visit **Biocontrols  
Conference.com**  
or contact:

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## WHY BIOCONTROLS 2015?

As Western growers and their advisers face growing pressure to develop softer crop protection programs that will fulfill maximum residue level (MRL) requirements and meet sustainability objectives, biocontrols become an increasingly critical piece of their puzzle.

Meister Media Worldwide, in conjunction with the Biopesticide Industry Alliance (BPIA), developed Biocontrols 2015 to bring crop protection experts, experienced practitioners and suppliers together to share new information about biopesticides in both conventional and organic production, review results of efficacy trials, describe best practices and examine the place of biocontrols in resistance management. This inaugural event is a can't-miss educational opportunity for Western growers, pest control advisers (PCAs) and others actively involved in crop protection decision-making.

## WHO SHOULD ATTEND

- Pest Control Advisers (PCAs)
  - Fruit Growers
  - Vegetable Growers
  - Ornamental Growers
  - Cotton Growers
  - Extension / County Agents
  - Distributors / Fieldmen
  - University / Extension
- ...in California, Arizona, Oregon and Washington

## TRADESHOW HIGHLIGHTS & OPPORTUNITIES

The tradeshow floor will come alive with exciting products, ideas and demonstrations as leading suppliers share their cutting-edge products and solutions at Biocontrols 2015. Sponsorship and exhibition packages to fulfill every objective and satisfy every budget will be available. Stay tuned for more information.

## CONFERENCE SESSION HIGHLIGHTS

The Biocontrols 2015 educational program, "Primed for Growth," will feature information and insights from thought leaders across the region. Through presentations and panel discussions, these experts will explore a variety of topics, including:

- **Production** - Driving quality and productivity through the use of biopesticides
- **Pest Management** - Using biopesticides in resistance management programs
- **Specificity** - Preserving beneficials, including pollinators
- **Crop Focus** - Delving into the details of important local crops
- **Marketing** - Using biopesticides to manage maximum residue levels (MRLs) and buyer/global supply relationships
- **Sustainability** - Using biocontrols in sustainability initiatives

**BiocontrolsConference.com**